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11 Attorneys for the Plaintiff

12 UNITED STATES DISTRICT COURT  
13 NORTHERN DISTRICT OF CALIFORNIA  
San Jose Division

14 UNITED STATES OF AMERICA,  
15 Plaintiff,

16 v.

17  
18 W3 INNOVATIONS, LLC,  
a limited liability company,  
19 also doing business as  
Broken Thumbs Apps, and

20 JUSTIN MAPLES,  
21 individually an as an officer of  
W3 INNOVATIONS, LLC,  
22 Defendants.

CV 11-03958

PSG

CONSENT DECREE AND ORDER  
FOR CIVIL PENALTIES, INJUNCTION,  
AND OTHER RELIEF

23 WHEREAS Plaintiff, the United States of America, has commenced this action by filing  
24 the complaint herein; Defendants have waived service of the Summons and Complaint; the  
25 parties have been represented by the attorneys whose names appear hereafter; and the parties  
26 have agreed to settlement of this action upon the following terms and conditions, without  
27 adjudication of any issue of fact or law, and without Defendants admitting that any issue of fact  
28 or law other than those relating to jurisdiction and venue is true;

1            THEREFORE, on the joint motion of Plaintiff and Defendants, it is hereby ORDERED,  
2 ADJUDGED, and DECREED as follows:

3 1.        This Court has jurisdiction of the subject matter and of the parties pursuant to 28 U.S.C.  
4        §§ 1331, 1337(a), 1345, and 1355, and 15 U.S.C. §§ 45(m)(1)(A), 53(b), 56(a), and 57b.

5 2.        Venue is proper as to all parties in the Northern District of California under 15 U.S.C.  
6        § 53(b) and 28 U.S.C. §§ 1391(b)-(c) and 1395(a).

7 3.        The activities of Defendants are in or affecting commerce as defined in Section 4 of the  
8        FTC Act, 15 U.S.C. § 44.

9 4.        The Complaint states a claim upon which relief may be granted against Defendants under  
10        Sections 1303(c) and 1306(d) of the Children's Online Privacy Protection Act of 1998  
11        ("COPPA"), 15 U.S.C. §§ 6501-6506, 6502(c), and 6505(d); the Commission's  
12        Children's Online Privacy Protection Rule, 16 C.F.R. Part 312; and Sections 5(a)(1),  
13        5(m)(1)(A), 13(b), and 16(a) of the Federal Trade Commission Act ("FTC Act"), 15  
14        U.S.C. §§ 41-58, 45(a)(1), 45(m)(1)(A), 53(b), and 56(a). Among other things, the  
15        complaint alleges that Defendants violated COPPA by failing to provide notice to parents  
16        of their information practices, and by failing to obtain verifiable parental consent prior to  
17        collecting, using, and/or disclosing personal information from children online.

18 5.        Defendants have entered into this Consent Decree and Order for Civil Penalties,  
19        Injunction, and Other Relief ("Order") freely and without coercion. Defendants further  
20        acknowledge that they have read the provisions of this Order and are prepared to abide  
21        by them.

22 6.        Plaintiff and Defendants hereby waive all rights to appeal or otherwise challenge the  
23        validity of this Order.

24 7.        Plaintiff and Defendants stipulate and agree that entry of this Order shall constitute a full,  
25        complete, and final settlement of this action.

26 8.        Defendants have agreed that this Order does not entitle them to seek or to obtain  
27        attorneys' fees as a prevailing party under the Equal Access to Justice Act, 28 U.S.C.  
28        § 2412, and Defendants further waive any rights to attorneys' fees that may arise under

1 said provision of law.

2 9. Entry of this Order is in the public interest.

3 **DEFINITIONS**

4 10. "Rule" means the Federal Trade Commission's Children's Online Privacy Protection  
5 Rule, 16 C.F.R. Part 312.

6 11. The terms "child," "collects," "collection," "Commission," "delete," "disclosure,"  
7 "Internet," "online contact information," "operator," "parent," "person," "personal  
8 information," "third party," "verifiable consent," and "website or online service directed  
9 to children," mean as those terms are defined in Section 312.2 of the Rule, 16 C.F.R.  
10 § 312.2.

11 12. "Individual Defendant" means Justin Maples.

12 13. "Corporate Defendant" means W3 Innovations, LLC, and its successors and assigns.

13 14. "Defendants" means the Individual Defendant and the Corporate Defendant, individually,  
14 collectively, or in any combination.

15 **INJUNCTION**

16 15. **IT IS ORDERED** that Defendants, and their officers, agents, representatives, and  
17 employees, and all persons in active concert or participation with them who receive  
18 actual notice of this Order by personal service or otherwise, are hereby enjoined, directly  
19 or through any corporation, subsidiary, division, website, or other device, from:

20 A. Failing to provide sufficient notice of what information Defendants collect online  
21 from children, how they use such information, their disclosure practices, and all  
22 other content, on any website or online service that is directed to children, or any  
23 website or online service through which they, with actual knowledge, collect, use,  
24 and/or disclose personal information from children, as required by Section  
25 312.4(b) of the Rule, 16 C.F.R. § 312.4(b);

26 B. Failing to provide direct notice to parents of what information Defendants collect  
27 online from children, how they use such information, their disclosure practices,  
28 and all other required content, in connection with any website or online service

1 that is directed to children, or any website or online service through which they,  
2 with actual knowledge, collect, use, and/or disclose personal information from  
3 children, as required by Section 312.4(c) of the Rule, 16 C.F.R. § 312.4(c);

4 C. Failing to obtain verifiable parental consent before any collection, use, and/or  
5 disclosure of personal information from children, in connection with any website  
6 or online service that is directed to children, or on any website or online service  
7 through which they, with actual knowledge, collect, use, and/or disclose personal  
8 information from children, as required by Section 312.5 of the Rule, 16 C.F.R. §  
9 312.5(a)(1); or,

10 D. Violating any other provision of the Children's Online Privacy Protection Rule,  
11 16 C.F.R. Part 312, and as the Rule may hereafter be amended. A copy of the  
12 Rule is attached hereto as "Appendix A" and incorporated herein as if fully set  
13 forth verbatim.

14 **DELETION OF CHILDREN'S PERSONAL INFORMATION**

15 16. **IT IS FURTHER ORDERED** that Defendants, within five (5) days from the date of  
16 entry of this Order, shall delete all personal information collected and maintained in  
17 violation of the Rule at any time from April 21, 2000 through the date of entry of this  
18 Order.

19 **CIVIL PENALTY**

20 17. **IT IS FURTHER ORDERED** that Defendants, jointly and severally, shall pay to  
21 Plaintiff a civil penalty, pursuant to Section 5(m)(1)(A) of the FTC Act, 15 U.S.C.  
22 § 45(m)(1)(A), in the amount of fifty thousand dollars (\$50,000).

23 18. Prior to or concurrently with Defendants' execution of this Order, Defendants shall turn  
24 over the full amount of the civil penalty to their attorneys, who shall hold the entire sum  
25 for no purpose other than payment to the Treasurer of the United States after entry of this  
26 Order by the Court. Within five (5) days of receipt of notice of the entry of this Order,  
27 Defendants' attorneys shall transfer the sum of \$50,000 in the form of a wire transfer or  
28 certified cashier's check made payable to the Treasurer of the United States. The check

1 and/or written confirmation of the wire transfer shall be delivered in accordance with  
2 procedures specified by the Office of Consumer Litigation, Civil Division, U.S.  
3 Department of Justice, Washington, DC 20530.

4 19. Defendants relinquish all dominion, control, and title to the funds paid to the fullest  
5 extent permitted by law. Defendants shall make no claim to or demand return of the  
6 funds, directly or indirectly, through counsel or otherwise.

7 20. Defendants agree that the facts as alleged in the Complaint filed in this action shall be  
8 taken as true, without further proof, in any subsequent civil litigation filed by or on  
9 behalf of the Commission solely to enforce its rights to any payment or money judgment  
10 pursuant to this Order.

11 21. Defendants agree that the judgment represents a civil penalty owed to the United States  
12 Government, is not compensation for actual pecuniary loss, and, therefore, as to the  
13 Individual Defendant, is not subject to discharge under the Bankruptcy Code pursuant to  
14 11 U.S.C. § 523(a)(7).

15 22. In the event of any default in payment, which default continues for ten (10) days beyond  
16 the due date of payment, the entire unpaid penalty, together with interest, as computed  
17 pursuant to 28 U.S.C. § 1961 (accrued from the date of default to the date of payment)  
18 shall immediately become due and payable.

19 **COMPLIANCE MONITORING**

20 23. **IT IS FURTHER ORDERED** that for the purpose of monitoring and investigating  
21 compliance with any provision of this Order:

22 A. Within ten (10) days of receipt of written notice from a representative of the  
23 Commission, Defendants each shall submit written reports, which are true and  
24 accurate and sworn to under penalty of perjury; produce documents for inspection  
25 and copying; appear for deposition; and provide entry during normal business  
26 hours to any business location in each Defendant's possession or direct or indirect  
27 control to inspect the business operation. Provided that Defendants, after  
28 attempting to resolve any dispute without court action and for good cause shown,

1 may file a motion with this Court seeking an order including one or more of the  
2 protections set forth in Fed. R. Civ. P. 26(c).

3 B. In addition, the Commission is authorized to use all other lawful means, including  
4 but not limited to:

- 5 1. Obtaining discovery from any person, without further leave of court, using  
6 the procedures prescribed by Fed. R. Civ. P. 30, 31, 33, 34, 36, 45 and 69;
- 7 2. Having its representatives pose as consumers and suppliers to Defendants,  
8 their employees, or any other entity managed or controlled in whole or in  
9 part by any Defendant, without the necessity of identification or prior  
10 notice; and,

11 C. Defendants each shall permit representatives of the Commission to interview any  
12 employer, consultant, independent contractor, representative, agent, or employee  
13 who has agreed to such an interview, relating in any way to any conduct subject  
14 to this Order. The person interviewed may have counsel present, including  
15 Defendants' counsel and any individual counsel.

16 D. For purposes of the compliance reporting and monitoring required by this Order,  
17 the Commission is authorized to communicate directly with each Defendant.

18 *Provided however*, that nothing in this Order shall limit the Commission's lawful use of  
19 compulsory process, pursuant to Sections 9 and 20 of the FTC Act, 15 U.S.C. §§ 49,  
20 57b-1, to obtain any documentary material, tangible things, testimony, or information  
21 relevant to unfair or deceptive acts or practices in or affecting commerce (within the  
22 meaning of 15 U.S.C. § 45(a)(1)).

### 23 COMPLIANCE REPORTING

24 24. **IT IS FURTHER ORDERED** that, in order that compliance with the provisions of this  
25 Order may be monitored:

26 A. For a period of three (3) years from the date of entry of this Order,

27 1. Individual Defendant shall notify the Commission of the following:

28 a. Any changes in such Defendant's residence, mailing address, and

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telephone number, within ten (10) days of the date of such change;

b. Any changes in such Defendant's employment status (including self-employment), and any change in such Defendant's ownership in any business entity, within ten (10) days of the date of such change. Such notice shall include the name and address of each business that such Defendant is affiliated with, employed by, creates or forms, or performs services for; a detailed description of the nature of the business; and a detailed description of such Defendant's duties and responsibilities in connection with the business or employment; and,

c. Any changes in such Defendant's name or use of any aliases or fictitious names within ten (10) days of the date of such change;

2. Defendants shall notify the Commission of any changes in structure of the Corporate Defendant or any business entity that any Defendant directly or indirectly controls, or has an ownership interest in, that may affect compliance obligations arising under this Order, including but not limited to: incorporation or other organization; a dissolution, assignment, sale, merger, or other action; the creation or dissolution of a subsidiary, parent, or affiliate that engages in any acts or practices subject to this Order; or a change in the business name or address, at least thirty (30) days prior to such change, *provided that*, with respect to any such change in the business entity about which a Defendant learns less than thirty (30) days prior to the date such action is to take place, such Defendant shall notify the Commission as soon as is practicable after obtaining such knowledge.

B. Sixty (60) days after the date of entry of this Order, and thereafter for a period of three (3) years, at such times as the Federal Trade Commission shall reasonably require, Defendants each shall provide a written report to the Commission, which is true and accurate and sworn to under penalty of perjury, setting forth in detail

1 the manner and form in which each has complied and is complying with this  
2 Order. This report shall include, but not be limited to:

3 1. For the Individual Defendant:

- 4 a. such Defendant's then-current residence address, mailing  
5 addresses, and telephone numbers;
- 6 b. such Defendant's then-current employment status (including self-  
7 employment), including the name, addresses, and telephone  
8 numbers of each business that such Defendant is affiliated with,  
9 employed by, or performs services for; a detailed description of the  
10 nature of the business; and a detailed description of such  
11 Defendant's duties and responsibilities in connection with the  
12 business or employment; and,
- 13 c. Any other changes required to be reported under Subsection A of  
14 this Section.

15 2. For the Corporate Defendant and Individual Defendant, for any business  
16 which they, individually or collectively, own a majority interest in or  
17 directly or indirectly control:

- 18 a. A statement setting forth in detail the criteria and process through  
19 which any of Defendant's websites or online services enable the  
20 collection or disclosure of personal information, and a copy of  
21 each different version of screen or page where personal  
22 information can be collected or disclosed;
- 23 b. A copy of each different version of privacy notice posted on any of  
24 Defendant's websites or online services;
- 25 c. A statement setting forth in detail each place where a privacy  
26 notice or a link to a privacy notice is located on any website or  
27 online service, and a copy of each different version of screens or  
28 pages containing a privacy notice or a link to a privacy notice;



- 1 d. A copy of each different version of privacy notice sent to parents;
- 2 e. A statement setting forth in detail when and how each notice to
- 3 parents is provided;
- 4 f. A statement setting forth in detail the methods used to obtain
- 5 verifiable parental consent prior to any collection, use, and/or
- 6 disclosure of personal information from children;
- 7 g. A statement setting forth in detail the means provided for parents
- 8 to review the personal information collected from their children
- 9 and to refuse to permit its further use or maintenance;
- 10 h. A statement setting forth in detail why each type of information
- 11 collected from a child is reasonably necessary for the provision of
- 12 the particular related activity;
- 13 i. A statement setting forth in detail the procedures used to protect
- 14 the confidentiality, security, and integrity of personal information
- 15 collected from children;
- 16 j. A copy of each acknowledgment of receipt of this Order, obtained
- 17 pursuant to the Section titled "Distribution of Order"; and,
- 18 k. Any other changes required to be reported under Subsection A of
- 19 this Section.

20 C. Each Defendant shall notify the Commission of the filing of a bankruptcy petition  
21 by such Defendant within fifteen (15) days of filing.

22 D. For the purposes of this Order, Defendants shall, unless otherwise directed by the  
23 Commission's authorized representatives, send by overnight courier (not the U.S.  
24 Postal Service) all reports and notifications to the Commission that are required  
25 by this Order to the following address:

1 Associate Director for Enforcement  
2 Bureau of Consumer Protection  
3 Federal Trade Commission  
4 600 Pennsylvania Avenue, NW  
5 Washington, D.C. 20580  
6 RE: U.S. v. W3 Innovations, LLC

7 *Provided* that, in lieu of overnight courier, Defendants may send such reports or  
8 notifications by first-class mail, but only if Defendants contemporaneously send  
9 an electronic version of such report or notification to the Commission at:

10 DEBrief@ftc.gov.

11 **RECORD-KEEPING PROVISIONS**

12 25. **IT IS FURTHER ORDERED** that, for a period of six (6) years from the date of entry of  
13 this Order, Corporate Defendant and Individual Defendant, for any business engaged in  
14 activities relating to the subject matter of this Order, and which they, individually or  
15 collectively, own a majority interest in or directly or indirectly control, are hereby  
16 restrained and enjoined from failing to create and retain the following records:

- 17 A. A print or electronic copy of all documents necessary to demonstrate full  
18 compliance with each provision of this Order, including, but not limited to:
- 19 1. Copies of acknowledgments of receipt of this Order required by Sections  
20 titled "Distribution of Order" and "Acknowledgment of Receipt of  
21 Order";
  - 22 2. All reports submitted to the Commission pursuant to the Section titled  
23 "Compliance Reporting";
  - 24 3. A sample copy of every materially different form, page, or screen through  
25 which personal information is collected or disclosed, and a sample copy of  
26 each materially different document containing any representation  
27 regarding Defendants' collection, use, and disclosure practices pertaining  
28 to personal information of a child. Each web page copy shall be  
accompanied by the URL of the web page where the material was posted

1 online. Electronic copies shall include all text and graphics files, audio  
2 scripts, and other computer files used in presenting information.

3 *Provided*, however, that Defendants shall not be required to retain any  
4 document for longer than two (2) years after the document was created, or  
5 to retain a print or electronic copy of any amended form, page, or screen  
6 to the extent that the amendment does not affect Defendants' compliance  
7 obligations under this Order.

### 8 DISTRIBUTION OF ORDER

9 26. **IT IS FURTHER ORDERED** that, for a period of three (3) years from the date of entry  
10 of this Order, Defendants shall deliver copies of the Order, including Appendix A, as  
11 directed below:

12 A. Corporate Defendant: The Corporate Defendant must deliver a copy of this Order  
13 to: (1) all of its principals, officers, directors, and managers; (2) all of its  
14 employees, agents, and representatives who have responsibilities related to the  
15 operation of any website or online service subject to this Order; and (3) any  
16 business entity resulting from any change in structure set forth in Subsection A.2.  
17 of the Section titled "Compliance Reporting." For current personnel, delivery  
18 shall be within five (5) days of service of this Order upon each such Defendant.  
19 For new personnel, delivery shall occur prior to their assuming their  
20 responsibilities. For any business entity resulting from any change in structure set  
21 forth in Subsection A.2. of the Section titled "Compliance Reporting," delivery  
22 shall be at least ten (10) days prior to the change in structure.

23 B. Individual Defendant as control person: For any business engaged in activities  
24 related to the subject matter of this Order, and that the Individual Defendant owns  
25 a majority interest in or directly or indirectly controls, Individual Defendant must  
26 deliver a copy of this Order to: (1) all principals, officers, directors, and managers  
27 of that business; (2) all employees, agents, and representatives of that business  
28 who engage in activities related to the subject matter of the Order; and (3) any

1 business entity resulting from any change in structure set forth in Subsection A.2.  
2 of the Section titled "Compliance Reporting." For current personnel, delivery  
3 shall be within five (5) days of service of this Order upon such Defendant. For  
4 new personnel, delivery shall occur prior to their assuming their responsibilities.  
5 For any business entity resulting from any change in structure set forth in  
6 Subsection A.2. of the Section titled "Compliance Reporting," delivery shall be at  
7 least ten (10) days prior to the change in structure.

8 C. Defendants must secure a signed and dated statement acknowledging receipt of  
9 the Order, within thirty (30) days of delivery, from all persons receiving a copy of  
10 the Order pursuant to this Section. Defendants shall maintain copies of the signed  
11 statements, as well as other information regarding the fact and manner of its  
12 compliance, including the name and title of each person to whom a copy of the  
13 Order has been provided and, upon request, shall make the statements and other  
14 information available to the Commission.

15 **ACKNOWLEDGMENT OF RECEIPT OF ORDER**

16 27. **IT IS FURTHER ORDERED** that each Defendant, within five (5) business days of  
17 receipt of this Order as entered by the Court, must submit to the Commission a truthful  
18 sworn statement acknowledging receipt of this Order.

19 **PROVISION OF TAXPAYER IDENTIFYING NUMBERS**

20 28. **IT IS FURTHER ORDERED** that the Corporate Defendant is hereby required, in  
21 accordance with 31 U.S.C. § 7701, to furnish to the Federal Trade Commission its  
22 taxpayer identifying number (employer identification number), which shall be used for  
23 purposes of collecting and reporting any delinquent amount arising out of its relationship  
24 with the government.

25 **RETENTION OF JURISDICTION**

26 29. This Court shall retain jurisdiction of this matter for the purposes of construction,  
27 modification, and enforcement of this Order.

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**JUDGMENT IS THEREFORE ENTERED** in favor of Plaintiff and against  
Defendants, pursuant to all the terms and conditions recited above.

Dated this 8th day of September, 2011.

*Paul S. Aene*  
\_\_\_\_\_  
UNITED STATES XXXXXXX JUDGE  
Magistrate


1 The parties, by their counsel, hereby consent to the terms and conditions of the Order as  
2 set forth above and consent to the entry thereof.

3 FOR THE UNITED STATES OF AMERICA:

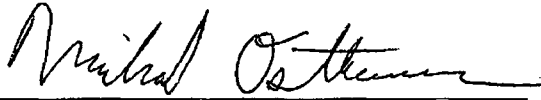
4 TONY WEST  
5 Assistant Attorney General  
6 Civil Division  
7 U.S. Department of Justice

8 MAAME EWUSI-MENSAH FRIMPONG  
9 Acting Deputy Assistant Attorney General  
10 Civil Division

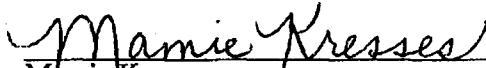
11 KENNETH L. JOST  
12 Acting Director  
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15 ALAN PHELPS  
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FOR THE FEDERAL TRADE COMMISSION:



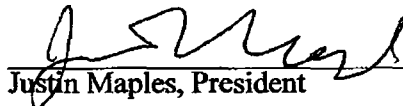
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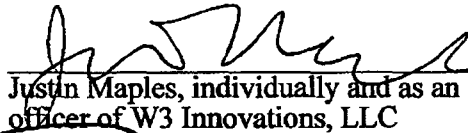
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FOR THE DEFENDANTS:

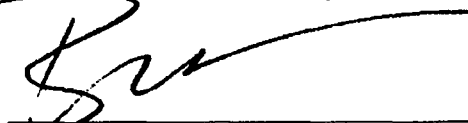
W3 INNOVATIONS, LLC



Justin Maples, President



Justin Maples, individually and as an  
officer of W3 Innovations, LLC



Barry J. Reingold  
Perkins Coie LLP  
Attorney for Defendants