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BANKING, HOUSING, AND URBAN AFFAIRS

# United States Senate

WASHINGTON, DC 20510-3903

June 26, 2012

The Honorable Jon D. Leibowitz  
Chairman  
Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, D.C. 20580

Dear Chairman Leibowitz:

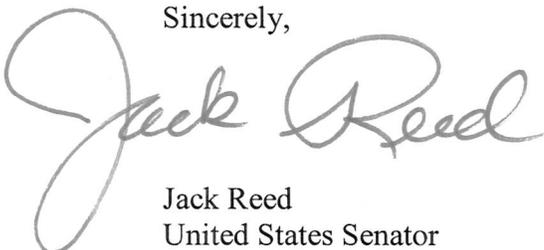
I write regarding an article in today's *Wall Street Journal* that reported on an advertising strategy being used by online travel agencies.

The article described a practice that some online travel agencies are apparently using to direct consumers to different search results based on whether they are using Mac or PC computers, including directing Mac users to costlier travel options. This practice could put some consumers who are looking for travel deals at a disadvantage, while also raising broader concerns about the use of consumer data for marketing purposes. As such, I respectfully request your responses to the following questions:

1. Are such advertising strategies compliant with current regulations regarding fair marketing practices?
2. Are there any steps the Federal Trade Commission (FTC) has taken or can take to ensure that consumers are not being disadvantaged by such practices?
3. What is the FTC doing to ensure that consumer information that is collected online, including information about a user's computing platform, is being used appropriately?

I appreciate the work the FTC has undertaken to ensure that consumers are treated fairly in the marketplace. Thank you for your attention to this matter, and I look forward to your response.

Sincerely,



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United States Senator

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