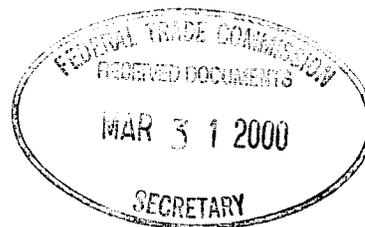


One Harrison Street
San Francisco, CA 94103

Gap Inc.

Gap
Banana Republic
Old Navy

March 31, 2000



VIA FACSIMILE: (202) 326-2496

Donald Clark
Secretary
Federal Trade Commission
600 Pennsylvania Avenue, NW, Room H-159
Washington, DC 20580

RE: Gramm-Leach-Bliley Act Privacy Rule

Dear Mr. Clark:

This letter is written pursuant to the Notices of Proposed Rulemaking published by the various federal agencies entrusted with the final implementation of Subtitle A of Title V of the Gramm-Leach-Bliley Act (the "Act").

As owner of three of the strongest apparel brands on the market today—Gap, Banana Republic, and Old Navy—with over 2,500 retail stores across the country, we would like to take this opportunity to express our strong support for the National Retail Federation in its efforts to ensure that the final implementation of the Act is beneficial not only to retailers, but to consumers and customers as well.

The fact that our company is entrusted with personal and sensitive customer information implies a bond and a trust, which are at the heart of our many successful long-term customer relationships. Equally important is the fact that at any time during the relationship, a customer is free to inform us that they no longer wish for us to make use of their information, at which point we honor the request.

As the final Rule is implemented, it is our hope that the NRF's comments will be adopted in their entirety so that an appropriate balance is struck between the legitimate privacy interests of consumers and customers, and the need for retailers to continue providing the very best in customer service.

Thank you for your time and attention to this important issue.

Sincerely,

Bryce E. Weatherly
Manager, Government Affairs

*** RX REPORT ***

RECEPTION OK

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