



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Via SecureMail

Alexandra Steigard
Women's Wear Daily
WWD 475 Fifth Avenue
New York, NY 10017

MAY 02 2017

Re: FOIA-2017-00799
Instagram influencers

Dear Ms. Steigard:

This is in response to your request dated April 19, 2017, amended May 1, 2017, under the Freedom of Information Act seeking access a list of the 90 influencers/marketers and copies of the letters sent to those influencers/marketers referenced in Lesley Fair's blog post <https://www.ftc.gov/news-events/blogs/business-blog/2017/04/influencers-are-your-materialconnection-disclosures>.

In accordance with the FOIA and agency policy, we have searched our records as of April 19, 2017, the date we received your request in our FOIA office.

We located approximately 450 pages of responsive records. I am granting partial access to the records, or to 327 pages. I am denying access to non-public identifying information found within the documents. This information is exempt from release under FOIA Exemption 6, 5 U.S.C. § 552(b)(6), because individual's right to privacy outweighs the general public's interest in disclosure of personally identifying information. See *The Lakin Law Firm v. FTC*, 352 F.3d 1122 (7th Cir. 2003).

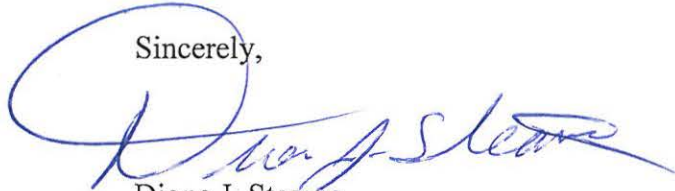
Please note that warning letters are issued by FTC staff and reflect staff views on a particular matter at the time the warning letters are sent. The conduct of the recipient or content of the at-issue material may have since changed.

If you are not satisfied with this response to your request, you may appeal by writing to Freedom of Information Act Appeal, Office of the General Counsel, Federal Trade Commission, 600 Pennsylvania Avenue, N.W., Washington, D.C. 20580, within 90 days of the date of this letter. Please enclose a copy of your original request and a copy of this response.

You also may seek dispute resolution services from the FTC FOIA Public Liaison Richard Gold via telephone at (202) 326-3355 or via e-mail at rgold@ftc.gov; or from the Office of Government Information Services via e-mail at ogis@nara.gov, via fax at 202-741-5769, or via mail at Office of Government Information Services (OGIS), National Archives and Records Administration, 8601 Adelphi Road, College Park, MD 20740.

If you have any questions about the way we handled your request or about the FOIA regulations or procedures, please contact Shelley M. O'Hara at (202) 326-2072.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dione J. Stearns". The signature is written in a cursive style with a large, looping initial "D".

Dione J. Stearns
Assistant General Counsel

Attachment
Doc 01 (327 pgs)