



Transaction

Ref No.: 13479967 Contact Type:Complaint Source:Consumer TCS? N

Comments: (Product Name: Identity Theft Protection Service for Children) Although admirable for the company to be proactive in providing a service to protect children from identity theft, examining the information on LifeLock's website leads me to believe the company is in violation of the FTC's Children's Online Privacy Protection Act since it implies collecting children's personal information in order to provide the identity theft service through the children's parents. For example, the company states it protects children past the age of 13 (IAW with the Act) but no higher than the age of 16. Other parts of the website state "15 and younger". Nowhere does it refer to compliance with the Act.

Created By: RBROWN1 Created Date: 04/08/08

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested:

Amt Paid: Payment Method:

Agency Contact: Internet Complaint Date: 04/05/08

Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.:

Last name: (b)(6)

First (b)(6)

Address:

City: COLORADO SPRINGS

State: CO Zip: (b)(6)

Country: UNITED STATES

Work phone () Ext:

Fax Number: (b)(6)

Home Number:

Email:

Age Range: 40 - 49

Kelly, Andrea

From: berga@gtlaw.com
Sent: Wednesday, January 08, 2014 10:14 AM
To: Madden, Gregory
Subject: Re: LifeLock, Inc.

Follow Up Flag: Follow up
Flag Status: Completed

Yes, confirmed for 1:00 p.m. on Friday the 17th. We will be prepared to address your list of issues (in particular those identified in yesterday's email).

I will provide a list of attendees for LifeLock sometime next week; could you do likewise?

Thank you.

From: Madden, Gregory [mailto:gmadden@ftc.gov]
Sent: Wednesday, January 08, 2014 10:10 AM
To: Berg, Andrew (Shld-DC-LT)
Subject: RE: LifeLock, Inc.

1:00 works for our folks. Could you please confirm we are on for that time. Thank you.

From: Madden, Gregory
Sent: Tuesday, January 07, 2014 4:37 PM
To: 'berga@gtlaw.com'
Subject: RE: LifeLock, Inc.

I will check with my folks. I know that one asked for 10:30, but I do not think that is a necessity.

Federal Trade Commission
600 Pennsylvania Ave., N.W.
Rm M-8123 (MC 8102B)
Washington, D.C. 20580
Tel: 202 326-2426
Fax: 202 326-2558
gmadden@ftc.gov

From: berga@gtlaw.com [mailto:berga@gtlaw.com]
Sent: Tuesday, January 07, 2014 4:34 PM
To: Madden, Gregory
Subject: Re: LifeLock, Inc.

Are we able to meet in the afternoon instead, perhaps starting at 1:00 p.m.? I am unsure of travel schedules for the morning, and that would ensure that my client can attend the entire meeting.

Thank you.

From: Madden, Gregory [<mailto:gmadden@ftc.gov>]
Sent: Tuesday, January 07, 2014 04:01 PM
To: Berg, Andrew (Shld-DC-LT)
Subject: RE: LifeLock, Inc.

Andrew –

I just left you a message confirming that we can meet on Friday, January 17th. I have our people available at 10:30 on that day and we can meet at my office at:

1800 M Street, NW, 8th Floor (please come to the North Building, 8th Floor lobby, a guard will call me to come get you).

As I said in my voicemail, besides the discussion of “alerts,” the FTC would also like to discuss LifeLock’s information security program to protect consumers’ personal information.

Specifically, we would like LifeLock to identify the employee(s) currently responsible for the company’s information security program, including job titles and qualifications, and the internal organizational structure in place for reviewing and reporting on the adequacy of the information security program. In addition, we are interested in learning about internal information security risk assessments conducted since November 2012, including assessment of safeguards in place to protect consumer information, and the results of any such assessments. Please include any reviews of service providers’ capabilities for protecting consumers’ financial information provided to them by LifeLock. Finally, please have LifeLock identify how it receives and responds to information from third parties regarding risks to consumers’ personal information.

If you have any questions, please feel free to contact me.

Sincerely,

Gregory Madden

Federal Trade Commission
600 Pennsylvania Ave., N.W.
Rm M-8123 (MC 8102B)
Washington, D.C. 20580
Tel: 202 326-2426
Fax: 202 326-2558
gmadden@ftc.gov

From: berga@gtlaw.com [<mailto:berga@gtlaw.com>]
Sent: Monday, January 06, 2014 1:06 PM
To: Madden, Gregory
Subject: RE: LifeLock, Inc.

Okay. Given the importance and immediacy of the issue, I have already asked the client to plan for that meeting date, so hopefully the 17th will work for all of your colleagues as well.

I'd appreciate your confirming ASAP. Thank you.

Andrew G. Berg
Shareholder
Greenberg Traurig, LLP | 2101 L Street N.W. | Washington, D.C. 20037
Tel 202-331-3181 | Cell 410-703-8678
berga@gtlaw.com | www.gtlaw.com



From: Madden, Gregory [<mailto:gmadden@ftc.gov>]
Sent: Monday, January 06, 2014 11:38 AM
To: Berg, Andrew (Shld-DC-LT)
Subject: RE: LifeLock, Inc.

Andrew –

Not yet. There are others who may be interested in attending and I am checking on their schedules.

Regards,

Gregory Madden

Federal Trade Commission
600 Pennsylvania Ave., N.W.
Rm M-8123 (MC 8102B)
Washington, D.C. 20580
Tel: 202 326-2426
Fax: 202 326-2558
gmadden@ftc.gov

From: berga@gtlaw.com [<mailto:berga@gtlaw.com>]
Sent: Monday, January 06, 2014 11:29 AM
To: Madden, Gregory
Subject: RE: LifeLock, Inc.

Greg: are we able to confirm our meeting for the 17th per my email below? Please advise; thank you.

Andrew G. Berg
Shareholder
Greenberg Traurig, LLP | 2101 L Street N.W. | Washington, D.C. 20037
Tel 202-331-3181 | Cell 410-703-8678
berga@gtlaw.com | www.gtlaw.com



From: Berg, Andrew (Shld-DC-LT)
Sent: Friday, January 03, 2014 9:06 AM
To: 'gmadden@ftc.gov'
Subject: Re: LifeLock, Inc.

Greg: good talking with you yesterday.

I did confer with LifeLock yesterday afternoon following our telephone conversation. We would like an opportunity to meet with you to discuss the FTC's inquiry issues. We will use the Burke complaint for purposes of identifying the issues to discuss; if there are other issues, or more specific issues, that you want us to address please advise so we can be prepared to discuss them.

We are available the afternoon of Friday, January 17th if that is convenient for you. My client will be in town for other purposes so we'd prefer that specific date if possible.

Also, I can confirm that a litigation hold is in effect covering relevant documents and materials, and that LifeLock will be cooperating fully with the FTC with respect to this inquiry.

Please advise, and thank you.

From: Madden, Gregory [<mailto:gmadden@ftc.gov>]
Sent: Thursday, January 02, 2014 03:13 PM
To: Berg, Andrew (Shld-DC-LT)
Subject: LifeLock, Inc.

Mr. Berg –

I am following up on our telephone conversation of earlier today regarding your client, LifeLock. As we discussed, an area of interest for the FTC is the “alerts” that LifeLock provides as one of its services to its customers. Given the ongoing litigation in Arizona against LifeLock related to allegations that LifeLock was not providing promised alerts to customers, I understand that LifeLock has instituted a litigation hold preserving documents related to customer alerts. Please note that the FTC is also interested in LifeLock customer alerts and may seek documents related to alerts and, in particular,

limitations on alerts provided to LifeLock customers. Therefore, we urge LifeLock to ensure the preservation of any documents relevant to LifeLock alerts.

I understand that LifeLock is interested in cooperating fully with the FTC if the FTC has questions and concerns regarding any of LifeLock's business practices. You indicated you would be discussing this matter with your client and will contact me. I look forward to hearing from you.

Sincerely,

Gregory Madden

Federal Trade Commission
600 Pennsylvania Ave., N.W.
Rm M-8123 (MC 8102B)
Washington, D.C. 20580
Tel: 202 326-2426
Fax: 202 326-2558
gmadden@ftc.gov

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Kelly, Andrea

From: berga@gtlaw.com
Sent: Wednesday, January 22, 2014 9:47 AM
To: Madden, Gregory
Subject: (b)(3):21(f)
Attachments: [Redacted]

Greg: as discussed, attached is (b)(3):21(f)
(b)(3):21(f) (we provided the latter to you during our 1/17/14 meeting).

Please accord this confidential treatment under the Commission's Rules of Practice, 16 CFR 4.10 et seq.

Thank you.

From: Daly, Helen (Secy-DC-Antitrust)
Sent: Friday, January 17, 2014 04:26 PM
To: Berg, Andrew (Shld-DC-LT)
Subject: (b)(3):21(f)

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

Bureau of Consumer Protection
Division of Enforcement
600 Pennsylvania Ave., NW
Mailstop CC-9528
Washington, DC 20580

Gregory J. Madden
T: (202) 326-2426
E: gmadden@ftc.gov
F: (202) 326-2558

June 16, 2014

Via Email

Andrew Berg, Esq.
Greenberg Traurig, LLP
2101 L Street N.W.
Washington, D.C. 20005
berga@gtlaw.com

Re: FTC v. LifeLock, Inc. et al, 10-CV-530 (D. Ariz.)

Mr. Berg:

Pursuant to Section VI., Compliance Monitoring, of the Stipulated Final Judgment and Order for Permanent Injunction and Other Equitable Relief as to Defendants LifeLock and Davis (“Stipulated Judgment”) entered in the above referenced matter on March 15, 2010, the Federal Trade Commission (“FTC” or “Commission”) requested information and documents (hereinafter “FTC’s Specifications”) related to LifeLock, Inc.’s (“LifeLock”) activities.

On March 31, 2014 and April 7, 2014, you provided written responses to a number of those Specifications. I am following up on certain of those written responses, in particular those related to FTC Specification Nos. 1-2, 6-8. As LifeLock’s responses to these Specifications were generally organized around the information (b)(3):21(f)

(b)(3):21(f)

Please provide your response within 10 days of this request.

(b)(3):21(f)

LifeLock’s response to FTC Specification No. 8 (b)(3):21(f)

(b)(3):21(f)

(b)(3):21(f)

- (b)(3):21(f)
- (b)(3):21(f)
- (b)(3):21(f)
- (b)(3):21(f)
- (b)(3):21(f)

(b)(3):21(f) provide the number of LifeLock customers signed up for such alerts at that time.

(b)(3):21(f)

LifeLock's response to FTC Specification No. 8 (b)(3):21(f)

(b)(3):21(f)

- What is a (b)(3):21(f)
- (b)(3):21(f)
- (b)(3):21(f)
- (b)(3):21(f)
- (b)(3):21(f)
-

(b)(3):21(f)

(b)(3):21(f)

(b)(3):21(f)

LifeLock's April 7, 2014 response to FTC Specification No. 7 explains that on

(b)(3):21(f)

(b)(3):21(f)

(b)(3):21(f)

(b)(3):21(f)

LifeLock's response to FTC Specification No. 8 (b)(3):21(f)

(b)(3):21(f)

(b)(3):21(f)

(b)(3):21(f)

LifeLock's response to FTC Specification No. 8 provides (b)(3):21(f)

(b)(3):21(f)

(b)(3):21(f)

(b)(3):21(f)

(b)(3):21(f)

For each month from (b)(3):21(f) provide the number of LifeLock customers signed up to receive (b)(3):21(f)

In its response to FTC Specification Nos. 1-2, LifeLock identified (b)(3):21(f)

(b)(3):21(f)

(b)(3):21(f)

Examples of (b)(3):21(f) Alerts

In response to FTC Specification No. 1, LifeLock identified (b)(3):21(f)

(b)(3):21(f)

(b)(3):21(f)

The FTC reserves the right to seek access to additional records and pursue such additional avenues of inquiry as are appropriate. As you know, LifeLock is continuing to work on completing its response to other FTC Specifications and the information sought by the letter does not affect LifeLock's obligations for completing its response to other FTC Specifications. In addition, the FTC continues its review of the documents and information LifeLock has previously provided to the FTC and may seek additional information and documents as part of that review.

Because the Commission may, at a later time, request all documents relating to any of the requests for information in this letter, please suspend any procedures for document destruction and take other measures to prevent the destruction of documents that are relevant to this investigation while it is pending.

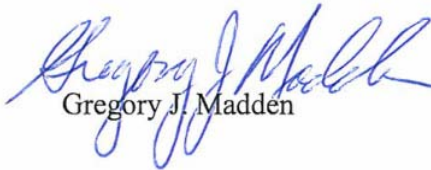
Please provide the requested information in accordance with the above schedule to:

David Hendrickson, Investigator
Federal Trade Commission
600 Pennsylvania Ave., NW, CC-9528
Washington, DC 20580
Telephone (202) 326-2107

We request that all materials be sent via overnight courier, such as FedEx, because U.S. Mail to the FTC is diverted and may be damaged in a security procedure.

If you have any questions or concerns regarding any of the above, please contact me at (202) 326-2426. Your prompt cooperation and assistance is appreciated.

Sincerely,



Gregory J. Madden

From: Madden, Gregory
Sent: Wednesday, June 25, 2014 8:57 AM
To: berga@gtlaw.com
Cc: Hendrickson, David
Subject: FTC v. LifeLock

Andy –

I am following up on two things. First, you called me last Friday about the June 16, 2014 FTC request with two issues. I left you a message on Friday regarding both and I have not heard back. As the deadline for LifeLock's response is quickly approaching, please let me know if you need further guidance.

Second, in the production there is a document that is (b)(3):21(f)
(b) (b)(3):21(f) Our litigation support group told me that this is how it uploaded into Concordance. Can you please explain what this document is and provide an explanation for why it appears as it does.

Regards,

Greg Madden

Federal Trade Commission
600 Pennsylvania Ave., N.W.
Mailcode: CC-9528
Washington, D.C. 20580
Tel: 202 326-2426
Fax: 202 326-3197
gmadden@ftc.gov

From: Madden, Gregory
Sent: Tuesday, May 27, 2014 8:13 AM
To: Banks, Lerone
Cc: Hendrickson, David
Subject: FW: LifeLock, Inc. -- Spec 21 -- (b)(3):21(f)
Attachments: (b)(3):21(f)

See email and attachments.

Federal Trade Commission
600 Pennsylvania Ave., N.W.
Rm M-8123 (MC 8102B)
Washington, D.C. 20580
Tel: 202 326-2426
Fax: 202 326-2558
gmadden@ftc.gov

From: berga@gtlaw.com [<mailto:berga@gtlaw.com>]
Sent: Friday, May 23, 2014 5:05 PM
To: Madden, Gregory
Subject: LifeLock, Inc. -- Spec 21 -- (b)(3):21(f)

Greg: attached are the (b)(3):21(f) as referenced in our telephone call yesterday afternoon.

Please accord these materials confidential treatment under the Commission's Rules of Practice.

Thank you.

Andrew G. Berg
Shareholder
Greenberg Traurig, LLP | 2101 L Street N.W. | Washington, D.C. 20037
Tel 202-331-3181 | Cell 410-703-8678
berga@gtlaw.com | www.gtlaw.com



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From: Madden, Gregory
Sent: Wednesday, May 28, 2014 10:34 AM
To: berga@gtlaw.com
Cc: Banks, Lerone; Hendrickson, David
Subject: FW: LifeLock, Inc. -- Spec 21 -- (b)(3):21(f)

Andy –

We are looking at the files you forwarded to us and are having difficulty with them. Please see Lerone Bank's email below. Can LifeLock provide the files as he suggests?

If there are technical issues that need to be addressed to make this happen, your technical people can contact Lerone directly to sort it out. I offer this because as of noon tomorrow I will be out until Tuesday due to our move and a vacation day.

Thank you,

Greg Madden

Federal Trade Commission
600 Pennsylvania Ave., N.W.
Rm M-8123 (MC 8102B)
Washington, D.C. 20580
Tel: 202 326-2426
Fax: 202 326-2558
gmadden@ftc.gov

From: Banks, Lerone
Sent: Tuesday, May 27, 2014 5:42 PM
To: Madden, Gregory
Cc: Hendrickson, David
Subject: RE: LifeLock, Inc. -- Spec 21 -- (b)(3):21(f)

(b)(3):21(f) They are legible but formatted in a way that makes them difficult to understand. Is it possible to get a copy of the original XML file that they sent?

From: Madden, Gregory
Sent: Tuesday, May 27, 2014 8:13 AM
To: Banks, Lerone
Cc: Hendrickson, David
Subject: FW: LifeLock, Inc. -- Spec 21 -- (b)(3):21(f)

See email and attachments.

Federal Trade Commission
600 Pennsylvania Ave., N.W.
Rm M-8123 (MC 8102B)
Washington, D.C. 20580
Tel: 202 326-2426
Fax: 202 326-2558

gmadden@ftc.gov

From: berga@gtlaw.com [<mailto:berga@gtlaw.com>]

Sent: Friday, May 23, 2014 5:05 PM

To: Madden, Gregory

Subject: LifeLock, Inc. -- Spec 21 -- (b)(3):21(f)

Greg: attached are the (b)(3):21(f) as referenced in our telephone call yesterday afternoon.

Please accord these materials confidential treatment under the Commission's Rules of Practice.

Thank you.

Andrew G. Berg

Shareholder

Greenberg Traurig, LLP | 2101 L Street N.W. | Washington, D.C. 20037

Tel 202-331-3181 | Cell 410-703-8678

berga@gtlaw.com | www.gtlaw.com



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Non Responsive

Non Responsive



06/03/2008

LANCHORS

Transaction

Ref No.: 13479967 Contact Type:Complaint Source:Consumer TCS? N

Comments: (Product Name: Identity Theft Protection Service for Children) Although admirable for the company to be proactive in providing a service to protect children from identity theft, examining the information on LifeLock's website leads me to believe the company is in violation of the FTC's Children's Online Privacy Protection Act since it implies collecting children's personal information in order to provide the identity theft service through the children's parents. For example, the company states it protects children past the age of 13 (IAW with the Act) but no higher than the age of 16. Other parts of the website state "15 and younger". Nowhere does it refer to compliance with the Act.

Created By: RBROWN1 Created Date: 04/08/08

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested:

Amt Paid: Payment Method:

Agency Contact: Internet Complaint Date: 04/05/08

Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining

Company/Org.:

Last name: (b)(6)

First: (b)(6)

Address:

City: COLORADO SPRINGS

State: CO Zip: (b)(6)

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()

Home Number: (b)(6)

Email:

Age Range: 40 - 49



06/03/2008

LANCHORS

Company

Company: LifeLock, Inc.

Address: 60 East Rio Salado Parkway

Suite 400

City: Tempe

State: AZ Zip: 85281

Country: UNITED STATES

Email: client.services@lifelock.com

URL:<http://www.lifelock.com/>

Phone: (800) 543-3562 Ext:

Company Representative

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 13199349 Contact Type:Complaint Source:Consumer TCS? N

Comments: (Product Name: Credit Theft Protection) On February 6, 2008, Lifelock was featured on Montel Williams TV show. Using "montel" as a promo code, I was offered a 30 day free trial period and was assured my chargecard would not be charged. However, the card was charged \$176 that day. It took three days to remove this charge from my checkcard. I called Lifelock on 7 February to complain about this charge and to cancel my subscription; the subscription was cancelled that same day. On 6 March 2008, my checkcard was again charged \$176. I again contacted Lifelock and was told that though my subscription was cancelled my card was not deactivated.

What this company is doing is fraud, plain and simple, and needs to be stopped.

Created By: JHART Created Date: 03/10/08
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested: .00
Amt Paid: 176.00 Payment Method: Visa Credit Card
Agency Contact: Internet Complaint Date: 03/06/08
Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Personal Protection Devices

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.:

Last name:

(b)(6)

First:

(b)(6)

Address:

City: Clarksville

State: TN Zip:

(b)(6)

Country: UNITED STATES

Work phone: ()

Ext:

Fax Number: ()

Home Number:

(b)(6)

Email:

Age Range: 50 - 59



06/03/2008

LANCHORS

Company

Company: Lifelock

Address: 60 E Rio Salado Pkwy

Suite 400

City: Tempe

State: AZ Zip: 85281

Country: UNITED STATES

Email: mike@lifelock.com

URL:www.lifelock.com

Phone: (480) 682-5100 Ext:

Company Representative

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 12572607 Contact Type: Request for Information Source: Consumer TCS? N

Comments: Consumer calling to request information about the new company Lifelock. Consumer wants to know if they are a legitimate company.

Created By: JXSMITH Created Date: 01/08/08

Updated By: Updated Date:

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: .00

Amt Paid: .00 Payment Method: Unknown

Agency Contact: Phone Complaint Date:

Initial Contact: Unknown Transaction Date: 01/08/08

Initial Response: Unknown

Product/Service: Other (Note in Comments)

Statute/Rule:

Law Violation:

Consumer

Complaining Company/Org.:

Last name: (b)(6)
Address:

First (b)(6)

City: Loudon

State: TN Zip: (b)(6)

Country: UNITED STATES

Work phone (b)(6) Ext:

Fax Number:

Home Number:

Email: (b)(6)

Age Range:



06/03/2008

LANCHORS

Company

Company: Lifelock

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:

Phone: {}

Ext:

Company Representative

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 11954458 Contact Type: Request for Information Source: Consumer TCS? N

Comments: please seize my personal information (credit card number, SSN #, ETC) from LifeLock's database and revoke the power of attorney Lifelock got from me

Created By: GHORTON Created Date: 10/31/07

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested: 10.00

Amt Paid: 30.00 Payment Method: Visa Credit Card

Agency Contact: Internet Complaint Date: 10/30/07

Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule:

Law Violation:

Consumer

Complaining Company/Org.:

Last name: (b)(6)

First: (b)(6)

Address:

City: spruce pine

State: NC Zip: (b)(6)

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()

Home Number: (b)(6)

Email:

Age Range: 40 - 49



06/03/2008

LANCHORS

Company

Company: Lifelock

Address: 60 E. Rio Salado Parkway

Suite 900

City: Tempe

State: AZ Zip: 85281

Country: UNITED STATES

Email: client.services@lifelock.com

URL:<http://www.lifelock.com/>

Phone: (877) 543-3562 Ext:

Company Representative

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 11914886 Contact Type:Complaint Source:Consumer TCS? Y

Comments: (Product Name: Protection against ID theft) I did not enroll in their program, I believe they are marketing this way to scare people into using their services, so other companies cannot do exactly what they are doing. It's like paying the mob to protect you from the mob.

The following is a copy of one of the 3 emails they sent me:

"Thank you for enrolling with LifeLock. You are the primary contact for the (b)(6) Family. You have elected the following payment option: LifeLock Annual, which includes a recurring payment of \$ 198.00. This amount will be automatically charged to your credit card each month or year, depending on your payment option.

Your Invoice Number is: (b)(6)

To contact us, please do not reply to this email. If you have any questions, please send a separate email to client.services@lifelock.com or give us a call at 1-877-543-3562 and select option 2. We are available 24/7.

Thank you for your business.

Most sincerely,

(b)(6)

Chief Executive Officer, LifeLock, Inc."

Created By: DBRAHLEK Created Date: 10/24/07
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested: 19,800.00
Amt Paid: .00 Payment Method:
Agency Contact: Internet Complaint Date: 10/22/07
Initial Contact: Internet/E-mail Transaction Date: 10/22/07

Initial Response:

Product/Service: Internet Information & Adult Services

Statute/Rule: FTC Act Sec 5 (BCP)



06/03/2008

LANCHORS

Law Violation: Deception/Misrepresentation

Consumer

Complaining
Company/Org.:

Last name: (b)(6)
Address:

First: (b)(6)

City: Hilo
Country: UNITED STATES
Work phone: () Ext:
Fax Number: ()
Home Number: (b)(6)
Email:
Age Range: 50 - 59

State: HI Zip: (b)(6)

Company

Company: Lifelock Inc.
Address: 60 E. Rio Salado Parkway
Suite 900
City: Tempe State: AZ Zip: 85281
Country: UNITED STATES
Email: client.services@lifelock.com URL:www.lifelock.com
Phone: (877) 543-3562 Ext:

Company Representative

Rep Name: Davis, Todd Title:

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 11843991 Contact Type:Complaint Source:Consumer TCS? N

Comments: (Product Name: Product Advertised) Service is bogus. Please tell correct FTC dept that I want my family personal information back from LifeLock databases and to revoke the power of attorney they have for my family; immediately, if not sooner, please. Thx.

Created By: ASMITLEY Created Date: 10/12/07
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested: 990.00
Amt Paid: 990.00 Payment Method: American Express Credit Card
Agency Contact: Internet Complaint Date: 10/08/07
Initial Contact: Internet Web Site Transaction Date: 09/24/07

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining

Company/Org.:

Last name:

(b)(6)

First:

(b)(6)

Address:

City:

Deerfield Beach

State: FL Zip:

(b)(6)

Country:

UNITED STATES

Work phone

(b)(6) xt:

Fax Number:

Home Number:

Email:

Age Range:

50 - 59



06/03/2008

LANCHORS

Company

Company: Lifelock

Address: 6515 S Rural Rd

Suite 104

City: Tempe, AZ 85283

State: AZ Zip: 85283

Country: UNITED STATES

Email: client.services@lifelock.com

URL: (1-877-543-3562)

Phone: (480) 6825100 Ext:

Company Representative

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 11451056 Contact Type:Complaint Source:Consumer TCS? N

Comments: (Product Name: LifeLock) I signed up with LifeLock for their credit protection program, not knowing that Robert Maynard Jr, their founder and 10% beneficial owner was banned by the FTC from doing any business in a credit repair/maintenance business due to former unethical practices.

I would like to ask the FTC to seize my confidential data from LifeLock's database and revoke the power of attorney which I mistakenly granted to them. Thank you.

Created By: ASMITLEY Created Date: 08/30/07

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested:

Amt Paid: Payment Method:

Agency Contact: Internet Complaint Date: 08/28/07

Initial Contact: Internet (Other) Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining

Company/Org.:

Last name:

(b)(6)

First:

(b)(6)

Address:

City: Valencia

State: CA Zip: (b)(6)

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()

Home Number:

(b)(6)

Email:

Age Range: 40 - 49



06/03/2008

LANCHORS

Company

Company: Lifelock

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:www.lifelock.com

Phone: {}

Ext:

Company Representative

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 11430194 Contact Type:Complaint Source:Consumer TCS? N

Comments: Consumer is a police officer and called about Lifeline, an ad he saw on television, which is to protect people from identity theft. Consumer did not provide any personal information, such as bank account and SSN. Consumer called the company back because he did not receive the item, but the call went to a different number than he had called previously. Consumer feels this is a scam. UPDATE: 9/10/07 The consumer is calling back with additional information and the company is also called LifeLock. The consumer has another ph# for the company and the company has been in business since 4/07.

Created By: IREEVES Created Date: 08/29/07

Updated By: BEBADTABRIZI Updated Date: 09/10/07

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: .00

Amt Paid: .00 Payment Method: Unknown

Agency Contact: Phone Complaint Date:

Initial Contact: Unknown Transaction Date: 08/29/07

Initial Response: Unknown

Product/Service: Other (Note in Comments)

Statute/Rule:

Law Violation:

Consumer

Complaining

Company/Org.:

Last name:

(b)(6)

First:

(b)(6)

Address:

City:

Yonkers

State: NY Zip:

(b)(6)

Country:

UNITED STATES

Work phone

(b)(6)

Ext:

Fax Number:

Home Number:

Email:

Age Range:



06/03/2008

LANCHORS

Company

Company: Lifeline

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:

Phone: (212) 2450009 Ext:

Company: Lifelock

Address:

City: tempe

State: AZ Zip:

Country: UNITED STATES

Email:

URL:

Phone: (800) 9394384 Ext:

Company Representative

Associated Company

Company: Lifelock

Address:

City: tempe

State: AZ Zip:

Country: UNITED STATES

Phone: (800) 9394384 Ext:

Reason: Other



06/03/2008

LANCHORS

Transaction

Ref No.: 11115044 Contact Type:Complaint Source:Consumer TCS? N

Comments: (Product Name: Personal LifeLock)
I signed up for their service and then started reading about how they are run by crooks. I called them back and they agreed to refund my money and remove my information from their database. I am worried, however, that they will not remove my information. Would you please seize my personal information from LifeLock and revoke the power of attorney that was part of the agreement?

I apologize for wasting your time by making this stupid move without doing my research. Any help would be greatly appreciated.

Best Regards

(b)(6)

Created By: RLOPER Created Date: 07/27/07
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested: 245.00
Amt Paid: .00 Payment Method: Visa Credit Card
Agency Contact: Internet Complaint Date: 07/26/07
Initial Contact: Internet Web Site Transaction Date: 07/26/07

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)



06/03/2008

LANCHORS

Law Violation: Deception/Misrepresentation

Consumer

Complaining
Company/Org.:

Last name:

(b)(6)

First: (b)(6)

Address:

City: San Rafael

State: CA Zip: (b)(6)

Country: UNITED STATES

Work phone:

(b)(6) Ext:

Fax Number:

Home Number:

Email:

Age Range: 30 - 39

Company

Company: Lifelock

Address: LifeLock

6515 S Rural Rd

City: Tempe

State: AZ Zip: 85283

Country: UNITED STATES

Email: client.services@lifelock.com

URL:www.lifelock.com

Phone: (888) 5433562

Ext:

Company Representative

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 11030041 Contact Type:Complaint Source:Consumer TCS? N

Comments: (Product Name: They put freezes on personal credit) Please seize my personal information from LifeLock's database and revoke the power of attorney

Created By: MPHILLIPS Created Date: 07/13/07

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested: 15.00

Amt Paid: Payment Method:

Agency Contact: Internet Complaint Date: 07/12/07

Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.:

Last name: (b)(6) First: (b)(6)

Address: (b)(6) (b)(6)

City: Duluth State: CA Zip: (b)(6)

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()

Home Number: (b)(6)

Email:

Age Range: 40 - 49



06/03/2008

LANCHORS

Company

Company: Lifelock

Address: 4244F Pleasant Lake Village Lane

City: Duluth

State: CA Zip: 30096

Country: UNITED STATES

Email: chris_martins@email.com

URL:<http://www.lifelock.com/default.asp>
x

Phone: (1877) lifelock Ext:

Company Representative

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 10922930 Contact Type:Complaint Source:Consumer TCS? N

Comments: Consumer has heard about a company called LifeLock that says companies are responsible for training their employees on FACTA, and they will be subject to a fine if they do not. The company advertised on the radio that for \$12 per employee they will come in and train the employees. Consulted public reference desk.

Created By: RCONDON Created Date: 06/26/07

Updated By: Updated Date:

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: 12.00

Amt Paid: .00 Payment Method: Unknown

Agency Contact: Phone Complaint Date:

Initial Contact: TV/Radio Transaction Date: 04/30/07

Initial Response:Unknown

Product/Service: Insurance (Other than Medical)

Statute/Rule:

Law Violation:

Consumer

Complaining

Company/Org.:

Last name: (b)(6)

First: (b)(6)

Address:

City: State: SC Zip:

Country: UNITED STATES

Work phone (b)(6) Ext:

Fax Number: ()

Home Number: ()

Email:

Age Range:



06/03/2008

LANCHORS

Company

Company: Lifelock

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:

Phone: (877) LIFELOCK Ext:

Company Representative

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 10796707 Contact Type: Request for Information Source: Consumer TCS? N

Comments:

(Product Name: Identity Theft Protection) I signed myself, my wife (b)(6), my son (b)(6) and my daughter (b)(6) for LifeLock's family plan. I find out today via an article in the Phoenix New Times that one of the co-founders, Robert Maynard Jr., has a permanent injunction issued by the federal government that bans Maynard from "advertising, promoting, offering for sale, selling, performing, or distributing any product or service relating to credit improvement services. He has defrauded numerous customers in the his past business dealings. I am extremely concerned because this man know has my personal information, my wife's and my two young children's information. I ask that you please seize my personal information from LifeLock's database and revoke the limited power of attorney from Robert Maynard.

Created By: WFRIDAY Created Date: 06/06/07

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested: 162.00

Amt Paid: 162.00 Payment Method: Visa Credit Card

Agency Contact: Internet Complaint Date: 06/04/07

Initial Contact: In Person Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule:



06/03/2008

LANCHORS

Law Violation:

Consumer

Complaining

Company/Org.:

(b)(6)

Last name:

Address:

City:

Chandler

Country:

UNITED STATES

Work phone

(b)(6)

Ext:

Fax Number:

Home Number:

Email:

(b)(6)

Age Range:

30 - 39

First:

(b)(6)

State: AZ Zip:

(b)(6)

Company

Company: Lifelock

Address: 6515 S Rural Rd

Suite 104

City: Tempe

State: AZ Zip: 85283

Country: UNITED STATES

Email: www.lifelock.com

URL:

Phone: (877) 5433562

Ext:

Company Representative

Rep Name: Davis, Todd

Title:

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 10748305 Contact Type:Complaint Source:Consumer TCS? Y

Comments: (Product Name: Lifelock identity theft service) This company (Lifelock), sets up a service that requires creditors, underwriters, equifax etc. to call members via cellphone to alert of a credit check, new bank account application etc. to it's members.

If the member does not feel the call reflects any bank or loan activity they are involved in the creditor or bank does not honor the transaction.

This service is designed to protect people from identity theft.

This service only facilitates a stronger means of identity theft.

My complaint recognizes this service will only snowball identity theft because of it's very nature. This service can create an even more dangerous identity theft problem with even deeper complications.

#1

The company has no more advanced check of it's new members than any other credit service.

#2

The company taunts thieves to try to beat it's system in it's advertising.

#3

The company has a database and it is no more secure from hackers than any other bank database.

#4

Any good identity thief will recognize this service as the holy grail.

When a thief has a good ID on a US Citizen he will happily use this Lifelock service to sign up the victim...make a quick transaction . Cell phones for a crooks are throw-away devices. The loopholes are numerous.

#5

The victim, whom is now a member without consent...will not receive any cell-phone calls and is now basically a big Zero..... the thief has discarded the cell phone and any interest pursuing further transactions.

My most important complaint...who gave this company the right to manipulate our credit fate with it's service?
If you don't sign up before the crooks sign you up?

Created By: ASMITLEY

Created Date: 05/29/07

Updated By:

Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested:



06/03/2008

LANCHORS

Amt Paid: Payment Method:
 Agency Contact: Internet Complaint Date: 05/25/07
 Initial Contact: TV/Radio Transaction Date:
 Initial Response:
 Product/Service: Internet Information & Adult Services
 Statute/Rule: FTC Act Sec 5 (BCP)
 Law Violation: Deception/Misrepresentation

Consumer

Complaining
Company/Org.:

Last name: (b)(6)
 Address: (b)(6)

First: (b)(6)

City: Centennial
 Country: UNITED STATES

State: CO Zip: (b)(6)

Work phone: () Ext:
 Fax Number: ()

Home Number: (b)(6)
 Email:

Age Range: 50 - 59

Company

Company: lifelock.com

Address:

City: State: NR Zip:

Country: LOCATION NOT REPORTED

Email: URL:lifelock.com

Phone: () Ext:

Company Representative

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 10204590 Contact Type:Complaint Source:Consumer TCS? N

Comments: (Product Name: ID theft protection plan) This company is running a lot of false advertising saying...

"We give you a \$1,000,000 guarantee that your identity will never be lost or stolen."

As you look at the details of their website, that is not true at all. All they guarantee is that if it is, they'll pay up to \$1,000,000 for all the expenses you incur fixing your identity.

That's a big difference and it's false and misleading advertising.

Created By: JXHEINY Created Date: 03/12/07

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested:

Amt Paid: Payment Method:

Agency Contact: Internet Complaint Date: 03/09/07

Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)



06/03/2008

LANCHORS

Law Violation: Deception/Misrepresentation

Consumer

Complaining
Company/Org.:

Last name: (b)(6)

First: (b)(6)

Address: (b)(6)

(b)(6)

City: Plano

State: TX Zip:

Country: UNITED STATES

Work phone: (b)(6) Ext:

Fax Number:

Home Number: (b)(6)

Email: (b)(6)

Age Range: 50 - 59

Company

Company: Lifelock

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:www.lifelock.com

Phone: {} Ext:

Company Representative

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 10204584 Contact Type:Complaint Source:Consumer TCS? N

Comments: (Product Name: Lifelock) This company is running totally false and misleading advertising claiming to give a \$1 million dollar gaurantee if you are hit with identity theft and also claiming that they can totally stop identity theft from occuring, which is a lie. They do nothing about medical records, social security fraud, etc. What the fine print says is they will reimburse you up to 1 million dollars for expenses, which is outrageous because no one will occur those kind of expenses. These ads clearly violate the Truth in Advertising laws. Thank you.

Created By: JXHEINY Created Date: 03/12/07

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested: 100.00

Amt Paid: .00 Payment Method: Unknown

Agency Contact: Internet Complaint Date: 03/09/07

Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.:

Last name: (b)(6)
Address:

First: (b)(6)

City: Mt Juliet

State: TN Zip: (b)(6)

Country: UNITED STATES

Work phone: (b)(6) Ext:

Fax Number:

Home Number: (b)(6)

Email:

Age Range: 40 - 49



06/03/2008

LANCHORS

Company

Company: Lifelock

Address: 6515 S Rural Road

Suite 104

City: Tempe

State: AZ Zip: 37122

Country: UNITED STATES

Email: client.services@lifelock.com

URL:www.lifelock.com

Phone: (877) 5433562 Ext:

Company Representative

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 9877575 Contact Type:Complaint Source:Consumer TCS? N

Comments: Consumer saw an ad in the LA Daily News for a company called LifeLock. The company is offering ID Theft protection, and guarantees it for \$1M. Consumer believes the information is false advertising.

Created By: FBLUNT Created Date: 01/24/07

Updated By: Updated Date:

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: .00

Amt Paid: .00 Payment Method: Unknown

Agency Contact: Phone Complaint Date:

Initial Contact: Print Transaction Date: 01/23/07

Initial Response:Unknown

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining

Company/Org.:

Last name:

(b)(6)

First:

(b)(6)

Address:

City: North Hollywood

State: CA Zip:

(b)(6)

Country: UNITED STATES

Work phone: ()

Ext:

Fax Number: ()

Home Number:

(b)(6)

Email:

Age Range: 50 - 59



06/03/2008

LANCHORS

Company

Company: Lifelock

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:lifelock.com

Phone: (877) LIFELOCK Ext:

Company Representative

Associated Company



06/03/2008

LANCHORS

Transaction

Ref No.: 8515916 Contact Type:Complaint Source:Consumer TCS? N

Comments: (Product Name: Identity Theft Protection Services) We signed up for identity theft services through lifelock because of the claims they made on their site. They promised to place fraud alerts on our credit files (they did that on the three major credit bureaus). However, their other claims have proven false.

They promised to have solitation mail stopped, but it hasn't. They promised to place a fraud alert and get us a copy of our files from Chex Systems. However, we were then told that Chex Systems has refused to work with them.

Their website says they have a 24 hour crisis hotline. They did not list a phone number for that (we needed it) and when we inquired they said they didn't in fact have a crisis hotline.

We are having serious identity theft problems and called Lifelock on June 23rd 2006 to get help. We were told a case worker would call us back immediately but no one has called.

Lifelock still has the Chex Systems and crisis hotline listed as benefits on their website, which is false advertising. The reason we chose to go with Lifelock was because of the Chex Systems benefit. We feel scammed. We have requested a refund twice and have gotten no response.

Created By: SWOODSON Created Date: 06/29/06

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested: 220.00

Amt Paid: 220.00 Payment Method: Visa Credit Card

Agency Contact: Internet Complaint Date: 06/27/06

Initial Contact: Internet Web Site Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)



06/03/2008

LANCHORS

Law Violation: Deception/Misrepresentation

Consumer

Complaining
Company/Org.:

Last name:

(b)(6)

First: (b)(6)

Address:

City: Vancouver

State: WA Zip: (b)(6)

Country: UNITED STATES

Work phone: (b)(6) Ext:

Fax Number:

Home Number:

Email: (b)(6)

Age Range: 40 - 49

Company

Company: Lifelock

Address: 7404 W Detroit Street

Suite 100

City: Chandler

State: AZ Zip: 85226

Country: UNITED STATES

Email:

URL:www.lifelock.com

Phone: (480) 6825100 Ext:

Company Representative

Associated Company



04/30/2008

MWOODSON

Company

Company: LifeLock, Inc.

Address: 60 East Rio Salado Parkway

Suite 400

City: Tempe

State: AZ Zip: 85281

Country: UNITED STATES

Email: client.services@lifelock.com

URL:<http://www.lifelock.com/>

Phone: (800) 543-3562 Ext:

Company Representative

Associated Company



Transaction

Ref No.: 13199349 Contact Type:Complaint Source:Consumer TCS? N

Comments: (Product Name: Credit Theft Protection) On February 6, 2008, Lifelock was featured on Montel Williams TV show. Using "montel" as a promo code, I was offered a 30 day free trial period and was assured my chargecard would not be charged. However, the card was charged \$176 that day. It took three days to remove this charge from my checkcard. I called Lifelock on 7 February to complain about this charge and to cancel my subscription; the subscription was cancelled that same day. On 6 March 2008, my checkcard was again charged \$176. I again contacted Lifelock and was told that though my subscription was cancelled my card was not deactivated.

What this company is doing is fraud, plain and simple, and needs to be stopped.

Created By: JHART Created Date: 03/10/08
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested: .00
Amt Paid: 176.00 Payment Method: Visa Credit Card
Agency Contact: Internet Complaint Date: 03/06/08
Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Personal Protection Devices
Statute/Rule: FTC Act Sec 5 (BCP)
Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.:

Last name:

(b)(6)

First:

(b)(6)

Address:

City:

Clarksville

State: TN Zip:

(b)(6)

Country:

UNITED STATES

Work phone

()

Ext:

Fax Number:

()

Home Number:

(b)(6)

Email:

Age Range:

50 - 59



04/30/2008

MWOODSON

Company

Company: Lifelock

Address: 60 E Rio Salado Pkwy

Suite 400

City: Tempe

State: AZ Zip: 85281

Country: UNITED STATES

Email: mike@lifelock.com

URL:www.lifelock.com

Phone: (480) 682-5100 Ext:

Company Representative

Associated Company



04/30/2008

MWOODSON

Transaction

Ref No.: 13128499 Contact Type:Complaint Source: Consumer TCS? N

Comments: (Product Name: Personal information, and signing over power of attorney) I was a victim of ID theft in 2006, the person that did the crime was tried in court and the case was dismissed,so we had to flagg our accounts, thought that we would try Life Lock. Before we had used online to flagg Equifax, Transunion and the other one. Since expired. We enrolled in life lock and then found out that they are a scam.WE want you to seize my personal information from LifeLocks data base and revoke the power of attorney that they got from us.

Created By: LSHARP Created Date: 03/05/08
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested: 99.00
Amt Paid: 99.00 Payment Method: Discover Credit Card
Agency Contact: Internet Complaint Date: 03/04/08
Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org

Last name:

Address:

(b)(6)

First:

(b)(6)

City:

Lafayette

State: IN Zip

(b)(6)

Country:

UNITED STATES

Work phone

(b)(6)

xt:

Fax Number:

Home Number:

Email:

Age Range:

40 - 49



04/30/2008

MWOODSON

Company

Company: LIFE LOCK

Address: Suite 400

60 Rio Salado Pkwy

City: Tempe

State: AZ Zip: 85281

Country: UNITED STATES

Email: memberservices@lifelock.com

URL:www.lifelock.com

Phone: (800) 546-3562 Ext:

Company Representative

Rep Name: TV/ Online registration, online Title:

Associated Company



Transaction

Ref No.: 13079550 Contact Type:Complaint Source:Consumer TCS? Y

Comments: (Product Name: Identity Theft Protection) I filled out a form online to join Life Lock to protect my identity since I have had it stolen twice. The online form allows you to select if you want to pay one annual fee or a monthly fee. When selection is submitted and error is returned stating the information is not filled in but they have erased it. When you fill in the missing information you will go through two or three more erasures of your info and then upon the final submission the selection for payment is changed. I selected the monthly option of 9.95/mo. and they billed me for the annual 110.00. I have contacted them and canceled twice yet they have not refunded my money. Conf.# 080204-025564 Its pretty sad that you select a company to protect your identity and that very company rips you off.

Created By: MPHILLIPS Created Date: 02/28/08
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested: 9.95
Amt Paid: 110.00 Payment Method: MasterCard Credit Card
Agency Contact: Internet Complaint Date: 02/21/08
Initial Contact: Internet Web Site Transaction Date: 02/01/08

Initial Response:

Product/Service: Internet Information & Adult Services

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.: (b)(6)
Last name: (b)(6)
Address: (b)(6)
City: Plano
Country: UNITED STATES
Work phone: (b)(6)
Fax Number:
Home Number:
Email:
Age Range: 40 - 49

First: (b)(6)
State: TX Zip: (b)(6)



04/30/2008

MWOODSON

Company

Company: LIFE LOCK

Address: 60 E Rio Salado Pkwy

Ste 400

City: Tempe

State: AZ Zip: 85281

Country: UNITED STATES

Email: member.services@lifelock.com URL:lifelock.com

Phone: (480) 6825100 Ext:

Company Representative

Rep Name: Valdez, Tammy

Title:

Associated Company



Transaction

Ref No.: 12572607 Contact Type: Request for Information Source: Consumer TCS? N

Comments: Consumer calling to request information about the new company Lifelock. Consumer wants to know if they are a legitimate company.

Created By: JXSMITH Created Date: 01/08/08

Updated By: Updated Date:

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: .00

Amt Paid: .00 Payment Method: Unknown

Agency Contact: Phone Complaint Date:

Initial Contact: Unknown Transaction Date: 01/08/08

Initial Response: Unknown

Product/Service: Other (Note in Comments)

Statute/Rule:

Law Violation:

Consumer

Complaining Company/Org.:

Last name: (b)(6)
Address: (b)(6)

First: (b)(6)

City: Loudon

State: TN Zip: (b)(6)

Country: UNITED STATES

Work phone: (b)(6) xt:

Fax Number:

Home Number:

Email:

Age Range:



04/30/2008

MWOODSON

Company

Company: Lifelock

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:

Phone: () Ext:

Company Representative

Associated Company



Transaction

Ref No.: 12471623 Contact Type:Complaint Source:Consumer TCS? N

Comments: (Product Name: Online Services) Hello, I've been writing Life Lock customer service without an answer so far. I want to cancel my "Life Lock" membership, I do not want my credit card to be charged recurrent payments. There should be a link on the Life Lock website to cancel the membership at any time if the client decides to do so, as stated during enrollment. I'll be forwarding the e-mails and start action with the BBB, FTC and all the appropriate instances if the membership is not canceled within the next few days. My name is (b)(6) Millanueva, (b)(6) Mcallen TX, (b)(6) Thank you.

Created By: RBROWN1 Created Date: 12/11/07
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested:
Amt Paid: Payment Method:
Agency Contact: Internet Complaint Date: 12/08/07
Initial Contact: Internet/E-mail Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.: (b)(6)
Last name: (b)(6) First: (b)(6)
Address: (b)(6)
City: Mcallen State: TX Zip: (b)(6)
Country: UNITED STATES
Work phone: (b)(6) Ext:
Fax Number:
Home Number:
Email: (b)(6)
Age Range:



04/30/2008

MWOODSON

Company

Company: LIFE LOCK

Address: 60 E. Rio Salado Parkway

Suite 400

City: Tempe

State: AZ Zip: 85281

Country: UNITED STATES

Email: client.services@lifelock.com

URL:<http://www.lifelock.com/>

Phone: (877) 543-3562 Ext:

Company Representative

Associated Company



04/30/2008

MWOODSON

Transaction

Ref No.: 11954458 Contact Type: Request for Information Source: Consumer TCS? N

Comments: please seize my personal information (credit card number, SSN #, ETC) from LifeLock's database and revoke the power of attorney Lifelock got from me

Created By: GHORTON Created Date: 10/31/07

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested: 10.00

Amt Paid: 30.00 Payment Method: Visa Credit Card

Agency Contact: Internet Complaint Date: 10/30/07

Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule:

Law Violation:

Consumer

Complaining

Company/Org.:

(b)(6)

Last name:

First: (b)(6)

Address:

City: spruce pine

State: NC Zip: (b)(6)

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()

Home Number:

(b)(6)

Email:

Age Range: 40 - 49



04/30/2008

MWOODSON

Company

Company: Lifelock

Address: 60 E. Rio Salado Parkway

Suite 900

City: Tempe

State: AZ Zip: 85281

Country: UNITED STATES

Email: client.services@lifelock.com

URL:<http://www.lifelock.com/>

Phone: (877) 543-3562 Ext:

Company Representative

Associated Company



Transaction

Ref No.: 11914886 Contact Type:Complaint Source:Consumer TCS? Y

Comments: (Product Name: Protection against ID theft) I did not enroll in their program, I believe they are marketing this way to scare people into using their services, so other companies cannot do exactly what they are doing. It's like paying the mob to protect you from the mob.

The following is a copy of one of the 3 emails they sent me:

"Thank you for enrolling with LifeLock. You are the primary contact for the (b)(6) Family. You have elected the following payment option: LifeLock Annual, which includes a recurring payment of \$ 198.00. This amount will be automatically charged to your credit card each month or year, depending on your payment option.

Your Invoice Number is: (b)(6)

To contact us, please do not reply to this email. If you have any questions, please send a separate email to client.services@lifelock.com or give us a call at 1-877-543-3562 and select option 2. We are available 24/7.

Thank you for your business.

Most sincerely,

Todd Davis

Chief Executive Officer, LifeLock, Inc."

Created By: DBRAHLEK Created Date: 10/24/07

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested: 19,800.00

Amt Paid: .00 Payment Method:

Agency Contact: Internet Complaint Date: 10/22/07

Initial Contact: Internet/E-mail Transaction Date: 10/22/07

Initial Response:

Product/Service: Internet Information & Adult Services

Statute/Rule: FTC Act Sec 5 (BCP)



Law Violation: Deception/Misrepresentation

Consumer

Complaining

Company/Org.: (b)(6)

Last name:

Address:

City: Hilo

Country: UNITED STATES

Work phone () Ext:

Fax Number: (b)(6)

Home Number:

Email:

Age Range: 50 - 59

First: (b)(6)

State: HI Zip (b)(6)

Company

Company: Lifelock Inc.

Address: 60 E. Rio Salado Parkway
Suite 900

City: Tempe

State: AZ Zip: 85281

Country: UNITED STATES

Email: client.services@lifelock.com URL:www.lifelock.com

Phone: (877) 543-3562 Ext:

Company Representative

Rep Name: Davis, Todd

Title:

Associated Company



04/30/2008

MWOODSON

Transaction

Ref No.: 11843991 Contact Type:Complaint Source:Consumer TCS? N

Comments: (Product Name: Product Advertised) Service is bogus. Please tell correct FTC dept that I want my family personal information back from LifeLock databases and to revoke the power of attorney they have for my family; immediately, if not sooner, please. Thx.

Created By: ASMITLEY Created Date: 10/12/07

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested: 990.00

Amt Paid: 990.00 Payment Method: American Express Credit Card

Agency Contact: Internet Complaint Date: 10/08/07

Initial Contact: Internet Web Site Transaction Date: 09/24/07

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.: (b)(6)

Last name: (b)(6)

Address: (b)(6)

City: Deerfield Beach

Country: UNITED STATES

Work phone (b)(6) Ext:

Fax Number: (b)(6)

Home Number: (b)(6)

Email: (b)(6)

Age Range: 50 - 59

First: (b)(6)

State: FL Zip: (b)(6)



04/30/2008

MWOODSON

Company

Company: Lifelock

Address: 6515 S Rural Rd

Suite 104

City: Tempe, AZ 85283

State: AZ Zip: 85283

Country: UNITED STATES

Email: client.services@lifelock.com

URL:(1-877-543-3562)

Phone: (480) 6825100 Ext:

Company Representative

Associated Company



Transaction

Ref No.: 11451056 Contact Type: Complaint Source: Consumer TCS? N

Comments: (Product Name: LifeLock) I signed up with LifeLock for their credit protection program, not knowing that Robert Maynard Jr, their founder and 10% beneficial owner was banned by the FTC from doing any business in a credit repair/maintenance business due to former unethical practices.!!

I would like to ask the FTC to seize my confidential data from LifeLock's database and revoke the power of attorney which I mistakenly granted to them. Thank you.

Created By: ASMITLEY Created Date: 08/30/07

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested:

Amt Paid: Payment Method:

Agency Contact: Internet Complaint Date: 08/28/07

Initial Contact: Internet (Other) Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.:

Last name: (b)(6)
Address: (b)(6)

First: (b)(6)

City: Valencia
Country: UNITED STATES

State: CA Zip: (b)(6)

Work phone: () Ext:

Fax Number: ()

Home Number: (b)(6)
Email:

Age Range: 40 - 49



04/30/2008

MWOODSON

Company

Company: Lifelock

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:www.lifelock.com

Phone: ()

Ext:

Company Representative

Associated Company



04/30/2008

MWOODSON

Transaction

Ref No.: 11172697 Contact Type: Complaint Source: Consumer TCS? N

Comments: Consumer saw an advertisement on tv for life lock. Consumer wants to know if they are legit. Consumer states that they offer id theft preventative protection for \$10 a month. Consumer was told to call the BBB for info on the company.

Created By: JKIGHT Created Date: 07/30/07

Updated By: JKIGHT Updated Date: 07/30/07

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested:

Amt Paid: Payment Method:

Agency Contact: Phone Complaint Date:

Initial Contact: TV/Radio Transaction Date: 07/30/07

Initial Response: Unknown

Product/Service: Other (Note in Comments)

Statute/Rule:

Law Violation:

Consumer

Complaining Company/Org.:

Last name: (b)(6)
Address: (b)(6)

First: (b)(6)

City: Myerstown

State: PA Zip: (b)(6)

Country: UNITED STATES

Work phone (b)(6) Ext:

Fax Number: (b)(6)

Home Number: (b)(6)

Email:

Age Range: 65 - 69



04/30/2008

MWOODSON

Company

Company: LIFE LOCK

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:

Phone: ()

Ext:

Company Representative

Associated Company



04/30/2008

MWOODSON

Transaction

Ref No.: 11115044 Contact Type:Complaint Source: Consumer TCS? N

Comments: (Product Name: Personal LifeLock)
I signed up for their service and then started reading about how they are run by crooks. I called them back and they agreed to refund my money and remove my information from their database. I am worried, however, that they will not remove my information. Would you please seize my personal information from LifeLock and revoke the power of attorney that was part of the agreement?

I apologize for wasting your time by making this stupid move without doing my research. Any help would be greatly appreciated.

Best Regards,

(b)(6)

Created By: RLOPER Created Date: 07/27/07
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested: 245.00
Amt Paid: .00 Payment Method: Visa Credit Card
Agency Contact: Internet Complaint Date: 07/26/07
Initial Contact: Internet Web Site Transaction Date: 07/26/07

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)



Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org. (b)(6)
Last name:
Address:

First (b)(6)

City: San Rafael
Country: UNITED STATES
Work phone (b)(6) Ext:
Fax Number:
Home Number:
Email:
Age Range: 30 - 39

State: CA Zip: (b)(6)

Company

Company: Lifelock
Address: LifeLock
6515 S Rural Rd
City: Tempe State: AZ Zip: 85283
Country: UNITED STATES
Email: client.services@lifelock.com URL:www.lifelock.com
Phone: (888) 5433562 Ext:

Company Representative

Associated Company



Transaction

Ref No.: 11030041 Contact Type: Complaint Source: Consumer TCS? N

Comments: (Product Name: They put freezes on personal credit) Please seize my personal information from LifeLock's database and revoke the power of attorney

Created By: MPHILLIPS Created Date: 07/13/07

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested: 15.00

Amt Paid: Payment Method:

Agency Contact: Internet Complaint Date: 07/12/07

Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.:

Last name: (b)(6) (b)(6) First: (b)(6)

Address: (b)(6) (b)(6)

City: Duluth State: GA Zip: (b)(6)

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()

Home Number: (b)(6)

Email:

Age Range: 40 - 49



04/30/2008

MWOODSON

Company

Company: Lifelock

Address: 4244F Pleasant Lake Village Lane

City: Duluth

State: GA Zip: 30096

Country: UNITED STATES

Email: chris_martins@email.com

URL:<http://www.lifelock.com/default.aspx>

Phone: (1877) lifelock Ext:

Company Representative

Associated Company



04/30/2008

MWOODSON

Transaction

Ref No.: 10922930 Contact Type: Complaint Source: Consumer TCS? N

Comments: Consumer has heard about a company called LifeLock that says companies are responsible for training their employees on FACTA, and they will be subject to a fine if they do not. The company advertised on the radio that for \$12 per employee they will come in and train the employees. Consulted public reference desk.

Created By: RCONDON Created Date: 06/26/07

Updated By: Updated Date:

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: 12.00

Amt Paid: .00 Payment Method: Unknown

Agency Contact: Phone Complaint Date:

Initial Contact: TV/Radio Transaction Date: 04/30/07

Initial Response: Unknown

Product/Service: Insurance (Other than Medical)

Statute/Rule:

Law Violation:

Consumer

Complaining Company/Org.:

Last name: (b)(6)

First (b)(6)

Address:

City:

State: SC Zip:

Country: (b)(6)

Work phone Ext:

Fax Number:

Home Number: ()

Email:

Age Range:



04/30/2008

MWOODSON

Company

Company: Lifelock

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:

Phone: (877) LIFELOCK Ext:

Company Representative

Associated Company



04/30/2008

MWOODSON

Transaction

Ref No.: 10796707 Contact Type: Request for Information Source: Consumer TCS? N

Comments:

(Product Name: Identity Theft Protection) I signed myself, my wife (b)(6) my son (b)(6) and my daughter (b)(6) for LifeLock's family plan. I find out today via an article in the Phoenix New Times that one of the co-founders, Robert Maynard Jr., has a permanent injunction issued by the federal government that bans Maynard from "advertising, promoting, offering for sale, selling, performing, or distributing any product or service relating to credit improvement services. He has defrauded numerous customers in the his past business dealings. I am extremely concerned because this man know has my personal information, my wife's and my two young children's information. I ask that you please seize my personal information from LifeLock's database and revoke the limited power of attorney from Robert Maynard.

Created By: WFRIDAY Created Date: 06/06/07
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested: 162.00
Amt Paid: 162.00 Payment Method: Visa Credit Card
Agency Contact: Internet Complaint Date: 06/04/07
Initial Contact: In Person Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule:



Law Violation:

Consumer

Complaining Company/Org.: (b)(6)
 Last name:
 Address:
 City: Chandler
 Country: UNITED STATES
 Work phone: (b)(6) Ext:
 Fax Number:
 Home Number: (b)(6)
 Email:
 Age Range: 30 - 39

First: (b)(6)
 State: AZ Zip: (b)(6)

Company

Company: Lifelock
 Address: 6515 S Rural Rd
 Suite 104
 City: Tempe
 Country: UNITED STATES
 Email: www.lifelock.com
 Phone: (877) 5433562 Ext:

State: AZ Zip: 85283
 URL:

Company Representative

Rep Name: Davis, Todd Title:

Associated Company



Transaction

Ref No. : 10748305 Contact Type:Complaint Source:Consumer TCS? Y

Comments: (Product Name: Lifelock identity theft service) This company (Lifelock), sets up a service that requires creditors, underwriters, equifax etc. to call members via cellphone to alert of a credit check, new bank account application etc. to it's members.

If the member does not feel the call reflects any bank or loan activity they are involved in the creditor or bank does not honor the transaction.

This service is designed to protect people from identity theft.
 This service only facilitates a stronger means of identity theft.

My complaint recognizes this service will only snowball identity theft because of it's very nature. This service can create an even more dangerous identity theft problem with even deeper complications.

#1
 The company has no more advanced check of it's new members than any other credit service.

#2
 The company taunts thieves to try to beat it's system in it's advertising.

#3
 The company has a database and it is no more secure from hackers than any other bank database.

#4
 Any good identity thief will recognize this service as the holy grail.

When a thief has a good ID on a US Citizen he will happily use this Lifelock service to sign up the victim...make a quick transaction . Cell phones for a crooks are throw-away devices. The loopholes are numerous.

#5
 The victim, whom is now a member without consent...will not receive any cell-phone calls and is now basically a big Zero..... the thief has discarded the cell phone and any interest pursuing further transactions.

My most important complaint....who gave this company the right to manipulate our credit fate with it's service?
 If you don't sign up before the crooks sign you up?

Created By: ASMITLEY

Created Date: 05/29/07

Updated By:

Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested:



Amt Paid: Payment Method:
 Agency Contact: Internet Complaint Date: 05/25/07
 Initial Contact: TV/Radio Transaction Date:
 Initial Response:

Product/Service: Internet Information & Adult Services

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.:

Last name:

Address:

(b)(6)

First: (b)(6)

City:

Centennial

State: CO Zip: (b)(6)

Country:

UNITED STATES

Work phone

()

Ext:

Fax Number:

()

Home Number:

(b)(6)

Email:

Age Range:

50 - 59

Company

Company: lifelock.com

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:lifelock.com

Phone: ()

Ext:

Company Representative

Associated Company



04/30/2008

MWOODSON

Transaction

Ref No.: 10204590 Contact Type:Complaint Source: Consumer TCS? N

Comments: (Product Name: ID theft protection plan) This company is running a lot of false advertising saying...
□
"We give you a \$1,000,000 guarantee that your identity will never be lost or stolen."
□
As you look at the details of their website, that is not true at all. All they guarantee is that if it is, they'll pay up to \$1,000,000 for all the expenses you incur fixing your identity.
□
That's a big difference and it's false and misleading advertising.
□

Created By: JXHEINY Created Date: 03/12/07
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested:
Amt Paid: Payment Method:
Agency Contact: Internet Complaint Date: 03/09/07
Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)



Law Violation: Deception/Misrepresentation

Consumer

Complaining

Company/Org.:

Last name: (b)(6)
Address:

First: (b)(6)

City: Plano

State: TX Zip: (b)(6)

Country: UNITED STATES

Work phone: (b)(6) Ext:

Fax Number:

Home Number: (b)(6)

Email: (b)(6)

Age Range: 50 - 59

Company

Company: Lifelock

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:www.lifelock.com

Phone: () Ext:

Company Representative

Associated Company



Transaction

Ref No.: 10204584 Contact Type:Complaint Source: Consumer TCS? N

Comments: (Product Name: Lifelock) This company is running totally false and misleading advertising claiming to give a \$1 million dollar gaurantee if you are hit with identity theft and also claiming that they can totally stop identity theft from occuring, which is a lie. They do nothing about medical records, social security fraud, etc. What the fine print says is they will reimburse you up to 1 million dollars for expenses, which is outrageous because no one will occur those kind of expenses. These ads clearly violate the Truth in Advertising laws. Thank you.

Created By: JXHEINY Created Date: 03/12/07
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested: 100.00
Amt Paid: .00 Payment Method: Unknown
Agency Contact: Internet Complaint Date: 03/09/07
Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.: (b)(6)
Last name:
Address:

First: (b)(6)

City: Mt Juliet State: TN Zip: (b)(6)

Country: UNITED STATES

Work phone: (b)(6) xt:

Fax Number:

Home Number:

Email:

Age Range: 40 - 49



04/30/2008

MWOODSON

Company

Company: Lifelock

Address: 6515 S Rural Road

Suite 104

City: Tempe

State: AZ Zip: 37122

Country: UNITED STATES

Email: client.services@lifelock.com

URL:www.lifelock.com

Phone: (877) 5433562 Ext:

Company Representative

Associated Company



04/30/2008

MWOODSON

Transaction

Ref No.: 10000284 Contact Type: Request for Information Source: Consumer TCS? N

Comments: Consumer wants to know if Life Lock, a credit reporting agency is legitimate.

Created By: NROBINSON Created Date: 02/12/07

Updated By: Updated Date:

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: .00

Amt Paid: .00 Payment Method: Not Reported

Agency Contact: Phone Complaint Date:

Initial Response:

Product/Service: Credit Bureaus

Statute/Rule:

Law Violation:

Consumer

Complaining

Company/Org.:

(b)(6)

Last name:

First:

(b)(6)

Address:

State: CA Zip:

(b)(6)

City: Sierra Madre

Country: UNITED STATES

Work phone: ()

Ext:

Fax Number: ()

Home Number: ()

Email:

Age Range:

Company

Company: LIFE LOCK

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:

Phone: ()

Ext:



04/30/2008

MWOODSON

Company Representative

Associated Company



Transaction

Ref No.: 9877575 Contact Type: Complaint Source: Consumer TCS? N

Comments: Consumer saw an ad in the LA Daily News for a company called LifeLock. The company is offering ID Theft protection, and guarantees it for \$1M. Consumer believes the information is false advertising.

Created By: PBLUNT Created Date: 01/24/07

Updated By: Updated Date:

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: .00

Amt Paid: .00 Payment Method: Unknown

Agency Contact: Phone Complaint Date:

Initial Contact: Print Transaction Date: 01/23/07

Initial Response: Unknown

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining

Company/Org.:

Last name: (b)(6) Address: (b)(6)

First (b)(6)

City: North Hollywood

State: CA Zip (b)(6)

Country: UNITED STATES

Work phone () Ext:

Fax Number: (b)(6)

Home Number:

Email:

Age Range: 50 - 59



04/30/2008

MWOODSON

Company

Company: Lifelock

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:lifelock.com

Phone: (877) LIFELOCK Ext:

Company Representative

Associated Company



04/30/2008

MWOODSON

Transaction

Ref No.: 9497163 Contact Type: Complaint Source: Consumer TCS? Y

Comments: I purchased Lifelock, because of its increased protection, however on Saturday, November 25, I was vacationing in Ohio when my Aunt received a call from a person stating they needed to reach me, and was able to successfully track me to my credit report.
 This was accomplished; because my aunt, Debbie Gaines, is listed on my credit report. Lifelock has a disclaimer stating with their services, protection is rock solid. That of course was not the case.
 I placed a call to Lifelock, Monday, November 28th, and spoke with a person who identified herself as Pamela, and when I explained the problem, Pamela said a security breach of that nature would not happen. It did!
 So far, I have exhausted many hours in trying to make my credit least exposed.
I also was a victim of a violent crime, and I am still fearful that personal information could ultimately fall into the wrong hand.

Created By: MHORN Created Date: 12/06/06
Updated By: Updated Date:
Org Name: ECONSUMER.GOV
Amt Requested:
Amt Paid: Payment Method:
Agency Contact: Internet Complaint Date: 12/03/06
Initial Contact: Internet (Other) Transaction Date:

Initial Response:

Product/Service: Other (Note in Comments)
Shop-at-Home\Catalog Sales

Statute/Rule:



Law Violation: Unauthorized Use of Identity/Account Information

Consumer

Complaining Company/Org. (b)(6)
Last name: (b)(6)
Address: (b)(6)

First (b)(6)

City: PHOENIX
Country: LOCATION NOT REPORTED
Work phone (b)(6) Ex (b)(6)
Fax Number: (b)(6)
Home Number: (b)(6)
Email: (b)(6)
Age Range: (b)(6)

State: NR Zip (b)(6)

Company

Company: LIFE LOCK

Address:

City: State: NR Zip:

Country: LOCATION NOT REPORTED

Email: LIFELOCK.COM URL:LIFELOCK.COM

Phone: () Ext:

Company Representative

Associated Company



Transaction

Ref No.: 8772868 Contact Type: Complaint Source: Consumer TCS? N

Comments: Caller is on behalf of his company. Consumer states that they sell masonry block. Consumer states that he has found that their supplier sells block to competitors at a cheaper rate. Consumer states that they were first promised dealership pricing, but then it's was taken away.

Created By: GALCALDE Created Date: 08/07/06
Updated By: Updated Date:

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: .00

Amt Paid: .00 Payment Method: Unknown

Agency Contact: Phone Complaint Date:

Initial Contact: Phone Transaction Date: 07/07/06

Initial Response: Phone: 800/888

Product/Service: Other (Note in Comments)

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org. (b)(6)
Last name: (b)(6)
Address: (b)(6)

First: (b)(6)

City: Kingman
Country: UNITED STATES

State: AZ Zip (b)(6)

Work phone (b)(6) Ext:
Fax Number:

Home Number: ()

Email:

Age Range:



04/30/2008

MWOODSON

number

Company

Company: Superlife Block

Address: PO Box 6000

City: San Francisco

State: CA Zip: 94160

Country: UNITED STATES

Email:

URL:

Phone: (602) 3523500 Ext:

Company Representative

Associated Company



04/30/2008

MWOODSON

Transaction

Ref No.: 8515916 Contact Type:Complaint Source: Consumer TCS? N

Comments: (Product Name: Identity Theft Protection Services) We signed up for identity theft services through lifelock because of the claims they made on their site. They promised to place fraud alerts on our credit files (they did that on the three major credit bureaus). However, their other claims have proven false. □

□ They promised to have solitation mail stopped, but it hasn't. They promised to place a fraud alert and get us a copy of our files from Chex Systems. However, we were then told that Chex Systems has refused to work with them. □

□ Their website says they have a 24 hour crisis hotline. They did not list a phone number for that (we needed it) and when we inquired they said they didn't in fact have a crisis hotline.□

□ We are having serious identity theft problems and called Lifelock on June 23rd 2006 to get help. We were told a case worker would call us back immediately but no one has called.□

□ Lifelock still has the Chex Systems and crisis hotline listed as benefits on their website, which is false advertising. The reason we chose to go with Lifelock was because of the Chex Systems benefit. We feel scammed. We have requested a refund twice and have gotten no response.

Created By: SWOODSON Created Date: 06/29/06
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested: 220.00
Amt Paid: 220.00 Payment Method: Visa Credit Card
Agency Contact: Internet Complaint Date: 06/27/06
Initial Contact: Internet Web Site Transaction Date:

Initial Response:
Product/Service: Other (Note in Comments)
Statute/Rule: FTC Act Sec 5 (BCP)



Law Violation: Deception/Misrepresentation

Consumer

Complaining
Company/Org.:

Last name:

Address:

(b)(6)

First:

(b)(6)

City:

Vancouver

Country:

UNITED STATES

Work phone

(b)(6)

Ext:

Fax Number:

Home Number:

(b)(6)

Email:

Age Range:

40 - 49

State: WA Zip:

(b)(6)

Company

Company: Lifelock

Address: 7404 W Detroit Street

Suite 100

City: Chandler

State: AZ Zip: 85226

Country: UNITED STATES

Email:

URL:www.lifelock.com

Phone: (480) 6825100

Ext:

Company Representative

Associated Company