



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

Office of the Secretary

November 12, 2010

Thomas Gadowski  
State of Michigan

Re: In the Matter of Rite Aid Corporation, File No. 072-3121, Docket No. C-4309

Dear Mr. Gadowski:

Thank you for your letter commenting on the Federal Trade Commission's consent agreement in the above-captioned proceeding. Your letter was placed on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and was given serious consideration by the Commission.

Your comment stated that you currently use a Rite Aid Corporation ("Rite Aid") pharmacy in Warren, Michigan and would like assurance that your information is safe. The Commission understands your concern, and believes that the proposed order and remedies for order violations appropriately address it. The proposed consent order will require Rite Aid to use reasonable and appropriate procedures to protect personal information of customers and employees going forward. Among other things, the proposed consent order compels Rite Aid to implement and maintain a comprehensive information security program reasonably designed to protect the security, confidentiality, and integrity of personal information and obtain independent assessments of the program's effectiveness every other year for 20 years. Further, the Commission will monitor Rite Aid's compliance with the order, and, if the company is found in violation, it could be subject to civil monetary penalties of up to \$16,000 per violation.

In the future, if you have any specific information suggesting that Rite Aid is not maintaining reasonable security of customer or employee information, you may contact the Consumer Response Center at (877) 382-4357, or file a complaint online at [www.ftccomplaintassistant.gov](http://www.ftccomplaintassistant.gov).

After considering your comment, the Commission has determined that the public interest would best be served by accepting the consent order. Thank you again for your letter.

By direction of the Commission.

Donald S. Clark  
Secretary