



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

Office of the Secretary

November 12, 2010

Donelle Wright Manigault
State of South Carolina

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

Dear Ms. Manigault:

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 expressed concern about maintaining the privacy and security of personal information and also generally supported the proposed consent agreement. The Commission shares your concerns about the security and privacy of personal information, and believes that the proposed order will ensure that in the future Rite Aid uses reasonable and appropriate procedures to protect the personal information of customers and employees. Among other things, the proposed consent order requires 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.

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