accounts or other obligations in a manner
that prevents re-aging of information, dupli-
cative reporting, or other problems that may
similarly affect the accuracy or integrity of
the information furnished.
(h) Deleting, updating, and correcting in-
formation in the furnisher's records, as ap-
propriate, to avoid furnishing inaccurate in-
formation.
(i) Conducting reasonable investigations of
disputes.
(j) Designing technological and other
means of communication with consumer re-
porting agencies to prevent duplicative re-
porting of accounts, erroneous association of
information with the wrong consumer(s), and
other occurrences that may compromise the
accuracy or integrity of information pro-
vided to consumer reporting agencies.
(k) Providing consumer reporting agencies
with sufficient identifying information in
the furnisher's possession about each con-
sumer about whom information is furnished
to enable the consumer reporting agency
properly to identify the consumer.
(l) Conducting a periodic evaluation of its
own practices, consumer reporting agency
practices of which the furnisher is aware,
investigations of disputed information, correc-
tions of inaccurate information, means of
communication, and other factors that may
affect the accuracy or integrity of informa-
tion furnished to consumer reporting agen-
cies.
(m) Complying with applicable require-
ments under the Fair Credit Reporting Act
and its implementing regulations.

PART 680—AFFILIATE MARKETING

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AUTHORITY: Sec. 214(b), Pub. L. 108-159; 15
U.S.C. 1681s-3

otherwise noted.

§ 680.1 Purpose and scope.

(a) Purpose. The purpose of this part
is to implement section 214 of the Fair
and Accurate Credit Transactions Act
of 2003, which (by adding section 624 to
Fair Credit Reporting Act) regulates
the use, for marketing solicitation pur-
poses, of consumer information pro-
vided by persons affiliated with the
person making the solicitation.

(b) Scope. This part applies to any
person over which the Federal Trade
Commission has jurisdiction that uses
information from its affiliates for the
purpose of marketing solicitations, or
provides information to its affiliates
for that purpose.

§ 680.2 Examples.

The examples in this part are not ex-
clusive. Compliance with an example,
to the extent applicable, constitutes
compliance with this part. Examples in
a paragraph illustrate only the issue
described in the paragraph and do not
illustrate any other issue that may
arise in this part.

§ 680.3 Definitions.

As used in this part:
(a) Act. The term "Act" means the
Fair Credit Reporting Act (15 U.S.C.
1681 et seq.).
(b) Affiliate. The term "affiliate"
means any company that is related by
common ownership or common cor-
porate control with another company.
(c) Clear and conspicuous. The term
"clear and conspicuous" means reason-
ably understandable and designed to
call attention to the nature and signifi-
cance of the information presented.
(d) Common ownership or common cor-
porate control. The term "common own-
ership or common corporate control"
means a relationship between two com-
panies under which:
(i) One company has, with respect to
the other company:
(1) Ownership, control, or the power
to vote 25 percent or more of the out-
standing shares of any class of voting
security of a company, directly or indi-
directly, or acting through one or more
other persons;
(ii) Control in any manner over the
election of a majority of the directors,
trustees, or general partners (or indi-
viduals exercising similar functions) of
a company; or
(iii) The power to exercise, directly
or indirectly, a controlling influence