

United States Senate

COMMITTEE ON COMMERCE, SCIENCE,
AND TRANSPORTATION

WASHINGTON, DC 20510-6125

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November 5, 2009

Mr. Robert Keane
President & Chief Executive Officer
Vistaprint USA, Inc.
95 Hayden Avenue
Lexington, MA 02421

Dear Mr. Keane:

I am writing to you regarding Vistaprint USA, Inc.'s partnership with Vertrue, Inc., and the impact this partnership has on your online customers. In May 2009, I requested documents and information from Vertrue in order to better understand its Internet business practices, which have been the focus of criticism by consumer advocates and have generated thousands of individual consumer complaints.

It is my understanding that Vistaprint is currently partnered with Vertrue and engages in these controversial practices in its online business. Vistaprint apparently allows Vertrue to present enrollment offers to its online customers as they check out of the Vistaprint site, and has agreed to pass Vistaprint customers' billing information, including their credit card or debit card numbers, to Vertrue via a so-called "data pass" process.

The Committee has been investigating allegations that these post-transaction offers, when combined with the "data pass" billing process, confuse online consumers and cause them to unknowingly and inadvertently become enrolled in membership clubs offered by Vertrue. These consumers are then charged on a monthly basis for a service they did not want and are unaware they have.

In order to better understand Vistaprint awareness of these controversial practices and its involvement in "data pass," post-transaction marketing, I request that you provide answers to the following questions by Friday, November 14, 2009.

1. Does Vistaprint currently allow Vertrue to engage in post-transaction marketing on the Vistaprint website? If so, why?
2. Does Vistaprint employ the "data pass" process to transfer its customers' billing information, including credit card or debit card numbers, to Vertrue? If so, why?
3. How many Vistaprint customers have enrolled in Vertrue membership programs via "data pass," post-transaction marketing on the Vistaprint website?

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4. Has Vistaprint received complaints or communications from its online customers who claim they have unknowingly or inadvertently enrolled in membership programs offered by Vertrue?
5. Does Vistaprint believe that its online customers have unknowingly or inadvertently enrolled in membership programs offered by Vertrue?
6. Does Vertrue provide Vistaprint with information related to the rates at which its customers utilize Vertrue's membership program or the rate at which they cancel their membership? If so, what are those rates?

The Committee is conducting this investigation under the authority of Senate Rules XXV and XXVI. If you have any questions, please contact Erik Jones or John Williams with the Committee staff at (202) 224-1300.

Sincerely,

A handwritten signature in black ink, appearing to read "Jay Rockefeller". The signature is fluid and cursive, with a large initial "J" and "R".

John D. Rockefeller IV
Chairman