

In the matter of
*National Research Center for
College and University Admissions*

**ASSURANCE OF DISCONTINUANCE/
ASSURANCE OF VOLUNTARY COMPLIANCE**

This Assurance of Discontinuance, which shall also be considered an Assurance of Voluntary Compliance (“Assurance”), is entered into between the States of Alabama, Alaska, Arizona, California, Colorado, Connecticut, Delaware, Florida, Hawaii, Idaho, Illinois, Iowa, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Missouri, Mississippi, Montana, Nevada, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Dakota, Tennessee, Texas, Utah, Virginia, Vermont, Washington, West Virginia, Wisconsin and Wyoming, by their respective Attorneys General¹ (collectively “Attorneys General”) and The National Research Center for College and University Admissions, Inc. (“NRCCUA”). NRCCUA is a Missouri not for profit corporation with its principal place of business at 3651 N.E. Ralph Powell Road, Lee’s Summit, Missouri 64064.

The Attorneys General contend that NRCCUA has engaged in conduct in violation of their respective consumer protection laws² in its collection of personal information from high

¹ Hawaii is represented by its Office of Consumer Protection, an agency which is not part of the state Attorney General's Office, but which is statutorily authorized to represent the State of Hawaii in consumer protection actions. For the sake of simplicity, the entire group will be referred to as the "Attorneys General," and such designation as it pertains to Hawaii, refers to the Executive Director of the State of Hawaii Office of Consumer Protection. With regard to Connecticut, it is the Commissioner of the Department of Consumer Protection who is statutorily authorized to accept Assurances of Voluntary Compliance pursuant to the Connecticut Unfair Trade Practices Act. C.G.S. Section 42-110j. Hereafter, when the entire group is referred to as the "Respective States" or "Attorneys General", such designation, as it pertains to Connecticut, refers to the Connecticut Commissioner of the Department of Consumer Protection." Montana is represented by the Governor’s Consumer Protection Office. With regard to Virginia, this document will be titled an Agreement.

² Specifically:

Alabama – Section 8-19-1, *et seq.* of the Code of Alabama (1975), Alabama Deceptive Trade Practices Act.

Alaska - Alaska Unfair Trade Practices and Consumer Protection Act, AS 45.40.471 *et seq.*

Arizona - Arizona Consumer Fraud Act: A.R.S. § 44-1521 *et seq.*

California - California Unfair Competition Act and False Advertising Act. Ca. Bus. & Prof. Code §§ 17500 *et seq.*, and 17200 *et seq.*

Colorado - Colorado Consumer Protection Act, Colo. Rev. Stat. §§ 6-1-101 to 6-1-115.

Connecticut - Connecticut Unfair Trade Practices Act, Conn. Gen. Stat. § 42-110a *et seq.*

Delaware - Delaware Consumer Fraud Act, Del. Code Ann. tit. 67, §§ 2511 to 2527.

Florida – Chapter 501, Part II, Florida Statutes. Florida Unfair and Deceptive Trade Practices Act

Hawaii - Hawaii Rev. Stat. § 480-2 and 487-5(6).

Idaho – Idaho Consumer Protection Act, Idaho Code § 48-601, *et seq.*

Illinois - Illinois Consumer Fraud and Deceptive Business Practices Act, 815 IL CS § 505/1 *et seq.*