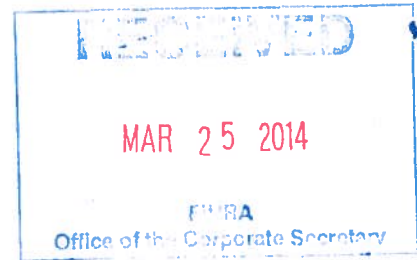


Thursday, March 20, 2014

Marcia E. Asquith
Office of the Corporate Secretary
FINRA
1735 K Street, NW
Washington, DC 20006-1506



RE: Comments on Regulatory Notice 13-42 -- CARDS

Dear Ms. Asquith:

As an independent financial advisor and a private investor, I support reasonable efforts to preserve market integrity, protect investors and eliminate rogue elements from the securities industry.

However, I am quite disturbed by the broad ranging initiative described in FINRA's CARDS concept release (RN 13-42). It is overreaching and invasive of my and my clients privacy. It puts FINRA "in our bedrooms" and invades the privacy of some of our most intimate activities - our financial transactions.

The CARDS proposal would allow FINRA to automatically collect account activity, and security identification information from clearing firms on a daily or weekly basis. I/we are tired of hearing how our "big brother" is recording our every thought, word and action. Our government is sucking the pleasure and benefits of living in the USA from our lives.

I and my clients are entitled to our privacy and the security of our information. My business should not have to endure the added cost of providing that private information (that I and my clients may not/do not want disclosed) and the cost of the loss of innovation that we would experience due to mandated "standardization of data and procedures."

I believe the CARDS concept and proposal an outrageous invasion of my/our privacy and, that it would be cumbersome, expensive and probably unworkable from an industry standpoint. We are seeing the chaos created by the "healthcare" program. We don't need to disrupt another important segment of our economy.

There is a need for FINRA. But, my opinion is that it has been concentrating on the minutia and making life and business unnecessarily difficult for the "little guy" while ignoring and overlooking major and glaring shortcomings of the "big guys". Address the Ponzi Schemes, the Insider Trading, the illegal Naked Short Positions, the Front Running, the Market Rigging, the irregularities in the sale of newly issued securities and the things that threaten not only the entire Financial System, but our Society. Allow me, my clients - AND YOURSELF, our privacy. Remember, You and your descendents and relatives will have to live in the "Orwellian Nightmare" that has and is evolving. Your, and their, private information will suffer the same invasive exposure as the rest of us.

I appreciate your consideration.

Sincerely,

Mr. Vincent Evans
686 Linnwood Road
Canonsburg PA 15317
Email: vrevans@bigfoot.com