

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 3241 / October 20, 2015

ADMINISTRATIVE PROCEEDING
File No. 3-16836

In the Matter of

STEVEN J. MUEHLER,
ALTERNATIVE SECURITIES MARKETS
GROUP CORP., AND
BLUE COAST SECURITIES CORP., DBA
GLOBALCROWDTV, INC., AND BLUE
COAST BANC

PROTECTIVE ORDER

I adopt the parties' stipulated protective order, as modified by bold typeface and strikeout. This order protects documents from the Division of Enforcement's investigative file that contain personally identifiable information (PII), such as: a social security number, taxpayer-identification number, financial account number, passport number, driver's license number, state-issued identification number, credit or debit card number, and personal telephone number, other than the last four digits; home address, other than city and state; date of birth, other than year; minor child's name; and mother's maiden name. The harm resulting from the disclosure of PII would outweigh any benefit. *See* 17 C.F.R. § 201.322(b).

As currently worded, paragraph 2.a limits the use or disclosure of documents beyond protecting PII. Accordingly, that provision is modified.

Lastly, this order does not relieve the Division from its obligations, if any, under the Privacy Act or other laws regarding personal information.

Stipulated Order, as Modified

1. Division's Production

The Division stipulates and agrees that the Division shall commence to produce documents to Respondents, at the Division's expense, within seven (7) days of the entry of this stipulated protective order and without any redactions of PII.

2. Protection of PII

a. Respondents stipulate and agree that **the PII contained in** any documents made available to Respondents for inspection and copying ~~that contain PII~~ shall not be used or disclosed by Respondents or Respondents' counsel, if any, for any purpose whatsoever, other than to prepare for and to conduct these proceedings, including any appeals.

b. Respondents further stipulate and agree that only the following categories of persons are authorized to review any documents containing PII:

(i) **Respondents or** Respondents' counsel of record in the above-captioned proceedings, if any, and their partners, employees and/or agents assisting such counsel with these proceedings, including any appeals from these proceedings.

(ii) Consultants, investigators, and/or experts employed by Respondents or Respondents' counsel in connection with these proceedings, if any, including any appeals from these proceedings.

(iii) Any potential witness in these proceedings.

(iv) The SEC, including (but not limited to) the Office of the Secretary and the Office of Administrative Law Judges.

(v) Other persons by written consent of the SEC or upon order of the hearing officer or a court on such conditions as may be agreed and ordered.

3. Redaction of PII in Documents Filed With the SEC

a. The Division and Respondents further stipulate and agree that any documents included as exhibits to, or quoted in, any brief, memorandum, pleading, or other submission in these proceedings, including any appeals, that contain PII, shall be redacted so as to reveal only:

(i) The last four digits of the social security number and taxpayer-identification number;

(ii) The year of the individual's birth;

(iii) The minor's and mother's maiden name initials; and

(iv) The last four digits of the financial account number.

4. Obligations upon Conclusion of Litigation

Unless otherwise agreed or ordered, this protective order shall remain in force after dismissal or entry of final judgment not subject to further appeal.

5. Non-Waiver

Entry of this protective order is without waiver of and does not prejudice any future request by Respondents for production of documents or information, including by the SEC.

6. Order Subject to Modification

This protective order shall take effect when entered and shall be binding on the Division, Respondents, Respondents' counsel, if any, and persons made subject to this protective order by its terms.

Jason S. Patil
Administrative Law Judge