



United States of America  
FEDERAL TRADE COMMISSION  
Washington, D.C. 20580

Serena Viswanathan  
Associate Director

January \_\_, 2022

VIA EMAIL

NAME

ADDRESS

Dear [RECIPIENT]:

The Federal Trade Commission is interested in how companies collect, moderate, and publish online customer reviews to ensure that they accurately reflect feedback received. It is important for establishing consumer trust and avoiding potentially deceptive conduct under Section 5 of the FTC Act.

One of our concerns is when companies take improper steps to avoid collecting or publishing negative reviews. Examples may include asking for reviews only from those likely to provide positive reviews, preventing or discouraging submission of negative reviews, subjecting positive reviews to greater scrutiny, refusing to publish negative reviews, or otherwise not treating positive and negative reviews equally.

[DESCRIPTION OF AND QUOTATION FROM RECIPIENT'S WEBSITE.] The use of this functionality would violate the FTC Act if it results in a misleading statement about what consumers think about a product or service.

You should review your policies and practices to ensure that you are neither engaging in the step described above nor providing clients with the means to do so. Pursuant to the FTC Act, you should terminate any services that allow for or result in consumer deception.

To acknowledge your receipt of this letter by sending an email to the following contact in your company division, who are also available to answer any questions you may have: Michael [redacted] at [mleson@ftc.gov](mailto:mleson@ftc.gov) and Amber Lee at [alee5@ftc.gov](mailto:alee5@ftc.gov)

\_\_\_\_\_. Thank you.

Very truly yours,

Serena Viswanathan  
Associate Director  
Division of Advertising Practices