



UNITED STATES OF AMERICA  
Federal Trade Commission  
WASHINGTON, D.C. 20580

Office of the Chair

**Statement of Chair Lina M. Khan  
Joined by Commissioner Rebecca Kelly Slaughter and  
Commissioner Alvaro M. Bedoya  
In the Matter of Publishers Clearing House  
Commission File No. 1823145**

**June 26, 2023**

Today the Commission announced an \$18.5 million settlement with Publishers Clearing House (PCH), a sweepstakes marketing company, resolving allegations that it deployed deceptive marketing tactics that manipulated older consumers and others into making unwanted purchases.

builds on previous efforts to crack down on companies that use illegal dark patterns to fuel digital deception and harm consumers.

More broadly, our recent enforcement work demonstrates that the only way consumers suffer as a result of unfair or deceptive business practices. For example, time a remedy we first obtained in Credit Karma,<sup>3</sup> and then again in LCA Vision.<sup>4</sup> In recent actions we have also secured redress for small businesses affected by data security failures,<sup>5</sup> for consumers whose health privacy was compromised,<sup>6</sup> and for car-buyers who were hit with higher charges because of their race or national origin.<sup>7</sup> The FTC recognizes the many ways that unfair or deceptive practices can injure people, and we will continue to pursue remedies that seek to make people whole for the injuries they suffer from illegal business practices.<sup>8</sup>

Many thanks to the  
their thorough work on this matter.

Division of Marketing Practices for

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<sup>3</sup> See Complaint, *In re Credit Karma, LLC*, FTC File No. 2023138, [https://www.ftc.gov/system/files/ftc\\_gov/pdf/CK%20Complaint%209-1-22%20%28Redacted%29.pdf](https://www.ftc.gov/system/files/ftc_gov/pdf/CK%20Complaint%209-1-22%20%28Redacted%29.pdf) (alleging that consumers wasted significant time in applying for the advertised credit offers); see also Press Release, Fed. Trade Credit Offers (Sept. 1, 2022), <https://www.ftc.gov/news-events/news/press-releases/2022/09/ftc-takes-action-stop-credit-karma-tricking-consumers-allegedly->