



Office of Commissioner

that consumers estimated having wasted about \$125 in the prior year due to “inaccurate” reviews.⁴

The FTC’s work on fake reviews and endorsements is a great example of our “every tool in the toolbox” approach to deterring unlawful conduct in the market. Our Endorsements Guides have been helpful in setting expectations for market participants about our enforcement priorities in this area. After the loss of our Section 13(b) authority the Commission announced a revised Notice of Penalty Offenses Concerning Deceptive or Unfair Conduct around Endorsements and Testimonials last year, allowing the agency to collect civil penalties from those law violators to whom we have provided notice. And now, with this vote, we’ve begun the process of considering rules that could help ensure that consumers can trust the information they use to buy goods and services, online and offline.

I want to thank BCP’s Division of Advertising Practices and the Office of the General Counsel for their partnership and hard work in developing this ANPR. [In particular, Michael Ostheimer, Michael Atleson, Marie Choi, Josephine Liu and BCP and OGC leadership.] I look forward to hearing more from the public.

⁴ Canvas8, “The Critical Role of Review