

Programmatic Advances in the Bureau of Consumer Protection

June 2021-January 2025

Limiting Commercial Surveillance

- Enforcement Milestones
 - First [decision](#) recognizing invasion of privacy as a cognizable UDAP injury
 - First [brightline limits](#) on [sharing health data](#), including against a [fertility app](#)
 - First [brightline limits](#) on [sharing location data](#)
 - First order banning an automaker from [sharing driver data](#)
 - First brightline limits on sharing [browsing data](#)
 - First [enforcement action](#) under Health Breach Notification Rule
 - First action requiring [destruction](#) of DNA samples
 - First [supplier assessment requirements](#) for data brokers
 - First bans on [profiling consumers](#) based on [sensitive data](#)
 - First action challenging real-time [bidding practices](#)
 - First data [minimization requirements](#)
 - Permanent industry [ban](#) against a stalkerware developer

- [FTC/HHS Telehealth Warnings](#)
- [Connected Cars Warning](#)
- Workshops and Reports
 - [A Look Behind the Screens: Examining the Data Practices of Social Media and Video Streaming Services](#)
 - [What ISPs Know About You](#)

Protecting Kids and Teens

- Enforcement Milestones
 - Largest-ever [COPPA judgment](#)
 - First actions [protecting teens](#) online
 - First ban on [marketing anonymous message apps](#) to teens
 - First ban on [selling loot boxes](#) to young teens without consent
 - First action challenging unsubstantiated [AI child safety claims](#)
 - First [COPPA action](#) against an ed tech provider
 - COPPA enforcement actions against [TikTok](#), [Microsoft](#), [Amazon](#), and [Epic](#)
 - First requirement to delete models trained on ill-gotten [kids' data](#)
- Rulemaking and Policy Initiatives

- o Final [COPPA Rule](#) limiting targeted advertising and banning indefinite retention
- o Policy Statement on [Educational Technology](#)
- o Amicus in [Jones v. Google](#) opposing COPPA preemption
- o Amicus in [Shanahan v. IXL](#) opposing forced arbitration
- Workshops and Reports
 - o [A Look Behind the Screens: Examining the Data Practices of Social Media and Video Streaming Services](#)
 - o [Protecting Kids from Stealth Advertising in Digital Media](#)
 - o [The Attention Economy: Monopolizing Kids' Time Online](#)

Adapting FTC Tools to Address AI

- Enforcement Milestones
 - o First ban on discriminatory [AI facial recognition](#)
 - o First ban on [review generation app](#)
 - o First bans on [unsubstantiated AI efficacy](#) claims
 - o First ban on unsubstantiated [AI safety claims](#)
 - o First ban on [indefinite retention](#) to train AI
 - o First ban on unsubstantiated [accessibility claims](#)
 - o First [AI sweep](#)
- Rulemaking and Policy Initiatives

- o [Fake Reviews Rule](#)
- o [Earnings Rule](#) Proposal
- o [Business Opportunity Rule](#) Proposal
- o Final [Telemarketing Sales Rule](#) covering small businesses
- o Final [Telemarketing Sales Rule](#) covering tech support scams
- o [Voice Cloning Challenge](#)
- o [Stop Senior Scams Act](#) Workshop
- o 6(b) study on [social media fraud](#)
- Workshops and Reports
 - o [Data Spotlight: Social Media – A Gold Mine for Scammers](#)
 - o [Protecting Older Americans](#)

Ending Subscription Traps

- Enforcement Milestones
 - o Largest-ever ROSCA [judgment](#)
 - o First action requiring [hold time limits](#)
 - o Major actions against [Amazon](#), [Adobe](#), [Dave](#), and [Care.com](#)
- Rulemaking and Policy Initiatives
 - o [Click-to-Cancel Rule](#)
 - o [State advocacy](#)

Combatting Junk Fees

- Enforcement Milestones
 - o \$100 million [judgment](#) against Beneficial Technology Services, Inc. (BTS) for unjust enrichment

- o *Holding Franchisors Accountable for Illegal Practices*

- o First FTC [action](#) requiring Income Share Agreements to include Holder Rule Notices
- o First [action](#) requiring fintech