S1: Does
your
business
allow
customer
reviews to
be posted
on the
business’

s

website?

S2: Do
you use
or solicit
customer
reviews
or

testimoni
als to
market
products
offered by
your
business
?

0 1 1 1 0 0 30 0 30 0 30000 0 6600000 0 45760 0 30 0 3300000 0 1 500 0 1 1000000 0

Q14. Approximately
how many hours
would you expect
internal or outside
counsel to spend
advising on these
practices? Your best
estimate is fine.

Q15. Approximately
how much would you
estimate that it
would cost for the
business to build or

acquire new tools,
equipment,
software, or other
materials necessary
to implement these
practices? Your best
estimate is fine.

Q16. Approximately
how much would you
estimate that it
would cost annually
for the business to
maintain (e.g.,
update software,
training staff on new
developments) tools,
equipment,
software, or other
materials necessary
to maintain these
practices? Your best

Q7. How many
employees or
contractors (existing
or new hires) would
you expect to be
engaged in
implementing these
practices? Your best
estimate is fine.

Q8. Approximately
how many total
hours would you
expect employees or
contractors to spend
implementing these
practices? Your best
estimate is fine.

Q9. Based on your
answer to the
questions above,
approximately how
much would it cost
the business to have
employees or
contractors spend
this time
implementing these
practices? Your best
estimate is fine.

Q10. Approximately
how many total
hours would you
expect employees or
contractors to spend
annually on
executing and/or
maintaining these
practices? Your best
estimate is fine.

Q11. How many
employees or
contractors (existing
or new hires) would
you expect to be
engaged annually on
executing and/or
maintaining these
practices? Your best
estimate is fine.

Q12. Based on your
answers to the

questions above,
approximately how
much would it cost
the business
annually to have
employees or
contractors spend
this time executing
and/or maintaining
these practices?
Your best estimate is
fine.

Q6. How many
employees,
contractors, or other
personnel would you
expect your business
would need to hire to
implement these
practices? Your best
estimate is fine.

Q4. Considering the information you just reviewed about the FTC’s proposed rulẽ츀pre츀hene. ĴQ11. ਀s. ਀s `᐀疐�� ༐ s. ਀s `᐀疐�� ༐A�怀༔u退៰�� ༐ sns above, . e rofi plemntimŐ ǎ

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