

<sup>1</sup> In a time when many folks need to make hard choices about what to spend money on, this kind of deception is even more concerning.

These practices undermine effective competition as well. As I mentioned during our vote for the Earnings Claims ANPR: Markets cannot function effectively without honest and transparent pricing. A market without transparent price signals can encourage deception and rent-seeking, incentivizing creative ways to extract wealth instead of providing the goods and services people value.

The FTC has done great work in combating some of these practices. We've addressed mobile cramming charges, phone card charges, and feomssextl whe goods a.001 ut trie(omandalgegnas w15 Tga funerals, and to prevent companies from billing consumers without authorization. But, as in other areas where we have opened a rulemaking inquiry, case-by-case enforcement has not effectively deterred these practices. Our inquiry into the prevalence and harms of practices like junk-fees, drip-pricing, resort fees, service fees, and others is as necessary as it is timely. I'm proud of our efforts to take head on the real pocketbook problems that are facing Americans.

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 and echo the Chair's recognition of each of the individuals who contributed. I look forward to hearing more from the public on this matter.

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<sup>1</sup> 7 Nat'l Econ. Council, The Competition Initiative and Hidden Fees 7 (2016), [https://obamawhitehouse.archives.gov/sites/whitehouse.gov/files/documents/hiddenfeesreport\\_12282016.pdf](https://obamawhitehouse.archives.gov/sites/whitehouse.gov/files/documents/hiddenfeesreport_12282016.pdf)