

Federal Trade Commission Alerts – Marketing-Related:

New FTC Report to Congress on Scams and Older Adults

On October 18, the Federal Trade Commission (FTC) [announced](#) its latest report on new scams and fraud trends impacting older adults. This year’s report also highlights work from the Scams Against Older Adults Advisory Group, [Pass It On](#) and other outreach programs. For more information, check out the [report](#) or go to ftc.gov/olderadults. If you spot a fraud or scam, tell the FTC at: ReportFraud.ftc.gov.

FTC Sends More Than \$449,000 to Consumers Harmed by ‘Extended Vehicle Warranty’ Scam

On October 10, the Federal Trade Commission (FTC) [announced](#) that is refunding \$449,000 to over 18,000 consumers who were harmed by the alleged false claims and deceptive telemarketing tactics made by American Vehicle Protection Corporation. It’s a good reminder for companies to be clear and accurate in their marketing efforts. For additional guidance, please review the [ANA Ethics Code of Marketing Best Practices](#) and the ethics alert we did on [Fake Warranties and Marketing Offers Cloaked as Unpaid Invoices](#).

Marriott Data Breach Settlement: What It Means for Consumers

On October 9, the FTC [issued](#) a consumer alert regarding the data breach encountered by Marriott. Marriott settled charges related to the data breach by giving consumers more control over their data, providing more clarity regarding its information collection, use, storage, security practices, ability for customers to review and/or delete data, restore stolen points, etc. If you believe that you are a victim, visit IdentityTheft.gov. **For additional best practices and tips, join us October 23 for our next [Ethics Code Training Webinar](#), where we’ll be discussing Data Privacy, Security and Stewardship as well as DEI.**

Operation AI Comply: Continuing The Crackdown on Overpromises and AI-Related Lies

On September 25, the Federal Trade Commission (FTC) [announced](#) five cases alleging AI-related deception. These cases involve allegations over deceptive marketing practices including business opportunity scams that claim to use AI for “get rich quick scams” or using a generative AI tool to let people create fake consumer reviews, among other issues.

Car Dealers Included Add-Ons Without Consumers’ Consent and Discriminated Against Black and Latino Buyers, Alleges FTC

On August 20, the Federal Trade Commission (FTC) [posted a blog](#) regarding its recent complaint against a large automotive dealer group, Asbury Automotive Group, for allegedly charging consumers for costly add-on items that they did not agree to or were falsely told were required as part of their purchase. The FTC also alleges that the auto dealership discriminates against Black and Latino consumers, targeting them with unwanted and higher-priced add-ons. For additional guidance, please refer to the ANA Ethics Code of Marketing Best Practices [Member Principles](#) and [Advertising and Marketing Offers: Supporting Claims](#) section.

FTC Says Carshield Shielded Consumers from the Truth About Limitations of Its Vehicle Service Contracts

On July 31, the Federal Trade Commission (FTC) [announced](#) it proposed a \$10 million settlement to NRRM, LLC, dba CarShield, and American Auto Shield to settle FTC charges that its advertisements and telemarketing practices are deceptive and misleading with many purchasers finding that many repairs were not covered under the vehicle service contracts. The FTC also alleges CarShield's celebrity and consumer endorsers made false statements in its ads. For additional guidance, we recommend you review the new Ethics Code in particular the section on [Advertising and Marketing Offers: Supporting Claims](#).

FTC Says Care.com Misled Workers

On August 26, the Federal Trade Commission (FTC) [announced](#) a settlement with Care.com regarding its allegedly deceptive marketing practices. The FTC claims that "Care.com misled workers about how many jobs were available on the platform and how much they could earn — and made it hard to cancel subscriptions." For additional tips and best practices, review the relevant Sections of the [ANA Ethics Code of Marketing Best Practices](#) including *Section 1. Advertising and Marketing Offers*. Please register and join us for our September 26 [Ethics Code FUNDamentals webinar](#) – for an overview of the first two sections of our Ethics Code 1) Advertising and Marketing Offers and Supporting Claims and 1) Advertising to Specific Audiences.

Warning to Companies Selling Cannabis Edibles Packaged Like Snacks Popular with Kids: Put Safety over Sales

On July 16, the Federal Trade Commission (FTC) [issued a warning](#) to several companies that are allegedly selling edibles "masquerading" as popular snacks to stop marketing edible Delta-8 THC products that imitate conventional foods using advertising or packaging that is likely to be appealing to young children. The concern is that children could mistakenly think that they are eating one of their normal favorite snacks and are not aware that it contains Delta-8 THC-laced look-alike because the packaging of the cannabis products looks similar, and they might not focus or be able to understand the labeling.