Business Guidance Resources

The Business Center provides plain-language guidance to help businesses understand their responsibilities and comply with the law.

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Plain Language Guidance

.com Disclosures: How to Make Effective Disclosures in Digital Advertising

Date: March 2, 2013

bus41-dot-com-disclosures-information-about-online-advertising.pdf (2.22 MB)

Plain Language Guidance

16 CFR Part 455 Trade Regulation Rule; Sale of Used Motor Vehicles

Date: May 17, 1988

1988ftcstaffcomplianceguides.pdf (133.25 KB)

Plain Language Guidance

16 CFR Part 455 Trade Regulation Rule; Sale of Used Motor Vehicles

1988ccomplianceguidelines.pdf (1.79 MB)

Plain Language Guidance

A Consumer's Guide to Buying a Franchise

Date: September 6, 2020

When you buy a franchise, you may be able to sell goods and services that have instant name recognition, and get training and support that can help you succeed. But purchasing a franchise is like any...

fdfta_buying_a_franchise_sept_2020.pdf (534.69 KB)

Plain Language Guidance

Ads for Business Opportunities: How To Detect Deception

Date: December 12, 2006

It's not hard to see why ads for business opportunities that promote the benefits of being your own boss and making money quickly are appealing. But the Federal Trade Commission (FTC), the government...

bus68-ads-business-opportunities-how-detect-deception.pdf (222.21 KB)

Plain Language Guidance

Advertising and Marketing on the Internet: Rules of the Road

Date: December 12, 2000

The Internet is connecting advertisers and marketers to customers from Boston to Bali with text, interactive graphics, video and audio. If you're thinking about advertising on the Internet, remember...

bus28-rulesroad-2024_508.pdf (878.39 KB)

Plain Language Guidance

Advertising Consumer Leases

Date: February 2, 2014

If you advertise consumer leases, the Federal Trade Commission has important information for you: Your ads must comply with the streamlined rules for lease advertising found in the Consumer Leasing...

Plain Language Guidance

Advertising FAQs: A Guide for Small Business

Date: April 4, 2001

What truth-in-advertising rules apply to advertisers? Under the Federal Trade Commission Act: Advertising must be truthful and non-deceptive; Advertisers must have evidence to back up their claims...

Plain Language Guidance

Advertising Platinum Jewelry

Date: December 13, 2010

The Federal Trade Commission's (FTC's) Jewelry Guides describe how to accurately mark and advertise the platinum content of the jewelry you market or sell. Platinum jewelry can be alloyed with other...

tfs574-platinum.pdf (1016.27 KB)

Plain Language Guidance

Amended Franchise Rule FAQ's

Date: December 11, 2013

Amended Franchise Rule 16 *C.F.R.* Part 436 The following questions recently have been asked about the amended Franchise Rule. These questions will be addressed in the forthcoming Compliance Guide...

Plain Language Guidance

Answering Dealers' Questions about the Revised Used Car Rule

Date: September 25, 2017

Enforced by the Federal Trade Commission, the Used Motor Vehicle Trade Regulation Rule – most people call it the Used Car Rule – requires dealers to display on used cars a window sticker called a...

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Plain Language Guidance

App Developers: Start with Security

Date: May 17, 2017

More than a thousand new apps are hitting the market each day. In this fast-moving era of entrepreneurship and creativity, is security keeping up? Apps and devices often rely on consumer data — ...

apps-featres-253+173.png

apps-featres-253+173_0.png

Plain Language Guidance

Applying FTC Consumer Protection Standards in the Sale of Outdoor Plants

Date: June 4, 2019

For years, the Federal Trade Commission's Nursery Guides offered insights to industry members into how the FTC Act's prohibition on deceptive and unfair practices applied to their business. The Guides...

Plain Language Guidance

At-Home Medical Billing Businesses

Date: April 2, 2002

If you're looking for a home-based business that can help you pull in $20,000 to $45,000 a year using your computer, a work-at-home opportunity doing medical billing may sound like the perfect choice...

Plain Language Guidance

Avoid Fake-Degree Burns By Researching Academic Credentials

Date: January 2, 2005

If you're a hiring manager or human resources professional, chances are you review applications and resumes from people who want to work for your organization or who want to be promoted. Some...

bus65-avoid-fake-degree-burns-researching-academic-credentials.pdf (75.98 KB)

Plain Language Guidance

Background Checks: What Employers Need to Know

Date: February 10, 2014

A joint publication of the Equal Employment Opportunity Commission and the Federal Trade Commission When making personnel decisions — including hiring, retention, promotion, and reassignment —

pdf-0142-background-checks-what-employers-need-know.pdf (197.15 KB)

Plain Language Guidance

Big Print. Little Print. What's the Deal?

Date: June 6, 2000

How to Disclose the Details Computer sellers - online and brick-and-mortar - inundate consumers with advertisements for "free" or low-cost computers. The offers usually involve rebates of several...

bus44-big-print-little-print-whats-deal.pdf (62.22 KB)

Plain Language Guidance

Bogus Business Opportunities

Date: November 1, 2011

Maybe you've seen ads for stuffing envelopes or assembling crafts at home. Perhaps a company says it can help you set up a vending business. Before you sign on the dotted line or send money to buy a...

Plain Language Guidance

Business Guidance Concerning Multi-Level Marketing

Date: April 26, 2024

Multi-level marketing is a diverse industry, employing many different structures and methods of selling. Although there may be significant differences in how multi-level marketers sell their products...

Plain Language Guidance

Business Guide to the FTC's Mail, Internet, or Telephone Order Merchandise Rule

Date: September 9, 2011

Introduction How to Comply With the Rule Questions and Answers About the Rule Where to Go For Help Part 435 — Mail, Internet, or Telephone Order Merchandise Rule Introduction To help you plan and...

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