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Breadcrumb

1. [Home](#)
2. [Business Guidance](#)

Displaying 1 - 20 of 1037

Business Blog

Level up: Tips for businesses from the FTC's settlement with Genshin Impact developer HoYoverse

Date

January 17, 2025

Any marketer will tell you: great storytelling sells. Whether your product is a sports drink, a service, or a videogame loot box, the more your ads draw people in, the more likely it is they'll buy...

Business Blog

Becoming a gold star property manager: Lessons from the FTC's case against Greystar

Date

January 16, 2025

If you're in the property management business, you know an important part of the job is reviewing and checking for compliance with regulations covering everything from the terms of your rental...

Business Blog

When it comes to personal information, put your customers in the driver's seat: Lessons from the FTC's settlement with GM and OnStar

Date

January 16, 2025

Your customers' information is valuable – to you and them. But, if you're considering selling or sharing people's information, you need to hit the brakes and consider what your customers understand...

Business Blog

State of the Bureau: A BCP Progress Report

Date

January 16, 2025

On Monday I leave the FTC after eight wonderful years, most recently leading the Bureau of Consumer Protection. I cannot imagine more fulfilling work. Consumer protection has been my passion since law...

Business Blog

Go ask your web host some questions: Tips for businesses from the GoDaddy settlement

Date

January 15, 2025

Your website is one of your business's most important sales and marketing tools. It's your brand in a nutshell, your virtual storefront, and a repository for data – yours and your customers'. So, when...

Business Blog

Concerned about deceptive earnings claims? So's the FTC, and we want your feedback

Date

January 13, 2025

It's a persistent problem the FTC's aggressive enforcement program's been fighting for decades: we're talking about companies and programs that lure in entrepreneurs, investors, or participants with...

Business Blog

Look who's covered: the amended TSR and tech support scams

Date

December 19, 2024

Tech support scams can happen to anyone: small business owners, your employees, and family members — especially those over 60, according to reports to the FTC. These scams usually happen when someone...

Business Blog

Food for thought: The FTC's proposed settlement with Grubhub

Date

December 17, 2024

So, you've developed a technology-driven delivery platform connecting businesses to customers, powered by gig workers doing the driving. Now you need to convince businesses to offer products on your...

Business Blog

Getting to the bottom line: The FTC's bipartisan Junk Fees Rule and your business

Date

December 17, 2024

We've heard it loud and clear from tens of thousands of people: hidden and misleading fees, also known as junk fees, hurt consumers and businesses. Today the FTC announced it is sending to the Federal...

Business Blog

Selling health insurance plans or healthcare-related products? Take your marketing and advertising for its annual checkup

Date

December 10, 2024

'Tis the season for healthcare-related marketing and advertising. That's right; it's open enrollment time for the Health Insurance Marketplace, and it's also almost the end of the plan year for...

Business Blog

As holiday shopping begins, the FTC and IRS agree: scams and identity theft are always bad for business

Date

December 5, 2024

The turkey is gone, and the relatives have departed. We've now officially entered holiday shopping season, also known as make-or-break busy season for small business owners relying on Q4 profits to...

Business Blog

Protecting consumers' location data: Key takeaways from four recent cases

Date

December 4, 2024

Since the start of this year, the FTC has announced four groundbreaking cases addressing issues with how businesses collect and, in some cases misuse, people's location data. If your business collects...

Business Blog

Selling facial recognition technology or other biometric information technologies? Stick to the facts

Date

December 3, 2024

Today, the FTC continues its fight against unsupported claims about facial recognition through a proposed settlement with software company IntelliVision. According to the FTC, IntelliVision advertised...

Business Blog

No shortcuts to five stars: Lessons from the FTC's settlement with Sitejabber

Date

November 6, 2024

For some events business owners may face, an immediate response is key to a positive outcome. Think dealing with medical emergencies, fires, and data breaches. And then there are other things where a...

Business Blog

The FTC frowns on franchise falsehoods: A reminder to franchisors

Date

October 16, 2024

Benjamin Franklin famously declared, "When you're good to others, you're best to yourself." Maybe he was giving general advice about being a nice person. But it's also possible the United States'...

Business Blog

Click to Cancel: The FTC's amended Negative Option Rule and what it means for your business

Date

October 16, 2024

The FTC has long regulated negative options through the Negative Option Rule and strategic enforcement actions. Today, the FTC builds on that work by announcing a set of common-sense revisions to the...

Business Blog

Mark your calendars, telemarketers and sellers! October 15 is the Telemarketing Sales Rule's Record Store Day.

Date

October 11, 2024

Get ready. It's almost Store Your Records Day for telemarketers everywhere. You're probably asking, what do telemarketers have to do with folks lining up outside of their local record stores to buy...

Business Blog

Marriott's settlement with the FTC: What it means for businesses

Date

October 9, 2024

Marriott International, Inc. has long highlighted core values of putting people first, pursuing excellence, acting with integrity, and serving the world. Today, the FTC and Attorneys General from 49...

Business Blog

The FTC's Holder Rule: still holding strong

Date

September 30, 2024

A lot has changed since 1975: the invention of the internet, cellphones, and widespread availability of solar panels, just to name a few. But the important consumer protections of the Trade Regulation...

Business Blog

Operation AI Comply: continuing the crackdown on overpromises and AI-related lies

Date

September 25, 2024

Maybe you grew up daydreaming about artificial intelligence, or AI. You imagined its potential to change the future, possibly with an army of helpful robots to take on your least favorite human tasks...