

FTC Seeks Comments Regarding its “Dot Com Disclosures” Guidance

JUNE 15, 2011

The FTC’s 2000 “Dot Com Disclosures: Information About Online Advertising,” aimed to advise advertisers on how to provide clear and conspicuous disclosures to consumers. The original “Dot Com Disclosures” clarified that the need for clear and conspicuous disclosures applies online in much the same way as in traditional media. Acknowledging that the Internet landscape has changed significantly in the past eleven years, the FTC is considering updating the “Dot Com Disclosures” and is seeking the public’s views on a number of questions. For example, the FTC asks questions regarding issues raised by mobile marketing, new technologies, the impact of new laws or regulations, and issues relating to disclosures in the context of multi-party selling arrangements and affiliate marketing arrangements.

TIP: If you would like to file a comment addressing the “Dot Com Disclosures” and the FTC’s questions, the comment must be filed on or before July 11, 2011.

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