



# Background To Federal Trade Commission Compliance

As you may know, I have been involved in Digital Marketing for nearly 10 years now and I only recently became aware myself of the FTC (Federal Trade Commission) and it's oversight of Marketing Messaging in the USA.

I have also spent nearly 60 hours recently getting familiar with the regulations and becoming certified by the National Association Of Advertising Compliance (NAOAC) who's mission is helping companies grow while in compliance with advertising laws & regulations.

One of my Digital Marketing Mentors, Anik Singal, who is one of the last people I would have expected to fall foul of the FTC has spent 18 months responding to an FTC audit which resulted in a \$15m fine, decimation of his business as well as 18 months of stress.

You may think this doesn't affect you as a smaller business, but the FTC are increasingly auditing smaller businesses. Your likelihood of getting audited is probably small and you may not even realise there may be issues with some of your statements being non-compliant. [Take a look at a high level assessment on my website.](#)

Two specific areas where most websites fail FTC compliance are:

1. Not including either a link to a Privacy Policy or a Terms and Conditions policy
  1. Both are recommended on all web pages;
    1. You must have Privacy if you capture any contact information directly or indirectly on the page
    2. You should have Terms & Conditions to protect yourself against inaccurate information on the page and misuse of the information by a third party
  2. See my document explaining this – [Do I Need Links To Privacy and Terms & Conditions On My Website?](#)
2. Having Testimonials without substantiation & disclaimers
  1. That may not be typical and set an expectation that every Customer will achieve the same as stated in the testimonial
  2. Do not have a specific disclaimer for each testimonial used
  3. You do not have documentary evidence yourself to support product descriptions & claims
  4. You do not have a signed document from your Customer to use their testimonial
  5. See my document explaining this – [FTC Rules For Use Of Testimonials](#)

I have also prepared a third document called [Summary of Main Areas For FTC Focus.](#)

## Nick Stone

Lead Coach, Build Your Internet Business

Email: [nick.stone@buildyourinternetbusiness.com](mailto:nick.stone@buildyourinternetbusiness.com)

Calendar: <https://be-epic-crm.com/book-a-call-with-nick>

**Disclaimer:** I am not a lawyer, and any FTC Compliance Review will be carried out to the best of my professional judgement aided by some FTC compliance assessment software; there will not be any guarantee, written or implied, that ALL items that the FTC may consider non-compliant will be detected or documented.