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FTC Finalizes Updated Guidance for Influencer and Consumer Review Programs



The Federal Trade Commission recently finalized updates to its *Guides Concerning the Use of Endorsements and Testimonials in Advertising*, which address the FTC's latest thinking about how the truth-in-advertising standards under the FTC Act apply to endorsement and review-related issues.

The updated *Guides* expand or clarify guidance related to (1) who can be considered an endorser, what qualifies as an endorsement, and who can be liable if the endorsement is deceptive; (2) consumer review practices; (3) what counts as "clear and conspicuous" for endorsement disclosures; and (4) when and how to disclose paid and other material connections between brands and endorsers.

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Authors

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