

# FTC Staff Issues FAQs On The "Fake Review" Rule

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As we noted in a previous post, the FTC's Rule on the Use of Consumer Reviews and Testimonials, which went into effect on October 21, 2024, addresses deceptive conduct involving consumer reviews and testimonials and authorizes courts to impose civil penalties for knowing violations. This month, FTC staff released an FAQ with answers to 74 questions about the rule. Here are some of the highlights that we think will be of most interest to our readers.

[www.kelleydrye.com/viewpoints/blog...ake-review-rule](http://www.kelleydrye.com/viewpoints/blog...ake-review-rule)