



# COMPLIANCE CHECKLIST:

## IS YOUR WEBSITE FTC COMPLIANT?

# FTC COMPLIANCE IN THE DIGITAL AGE



The Federal Trade Commission (FTC) prohibits business practices that are anticompetitive, deceptive or unfair to consumers regardless of advertising medium or industry.

Since websites count as official business communications, FTC investigations regarding website content are on the rise, particularly for lack of disclosures or inadequate communication of risks. Companies can face immediate enforcement actions for advertising practices that violate the Federal Trade Act, with penalties ranging from warning letters to fines of \$11,000+ per incident.

Prominence, Placement, Presentation and Proximity of disclosures are equally important on all web pages. To help companies understand expectations for compliance with the Federal Trade Act, the FTC issued guidance document [“.com disclosures, How to Make Effective Disclosures in Digital Advertising”](#). Below is a checklist for compliance drawn from this guidance.

## DISCLOSURES

Ask yourself the following:

- ☒ Do material disclosures (disclosures that immediately impact whether a customer buys or not) appear in the ad itself, even in situations of limited space?
- ☒ Are your disclosures displayed before customers make a decision to buy?  
*e.g., before they “add to shopping cart.”*
- ☒ Are disclosures as close to the claims as they possibly can be?

- ☒ Have you considered the various devices and platforms consumers may use to view advertising and any corresponding disclosure? Have you optimized your disclosures for each device?
- ☒ Are disclosures legible in terms of size, colour, font and graphic treatment?
- ☒ If you use audio disclosures in audio messages or videos, are they presented in adequate volume?
- ☒ Is the language of your written or audio disclosures understandable to the intended audience *i.e. kids*?
- ☒ Have you avoided flashing text, distracting animations, and unnecessary scrolls where possible?
- ☒ Have you repeated disclosures where appropriate to ensure they are not missed?

## HYPERLINKED DISCLOSURES

When using a hyperlink to lead to a disclosure for reasons of limited space, evaluate the following:

- ☒ If there are other disclosures to mention, have you clearly and conspicuously placed them in a link to further information?
- ☒ Is the hyperlink to the disclosure obvious?
- ☒ Is the hyperlink labeled appropriately to convey the importance, nature, and relevance of the information it leads to?
- ☒ Is the hyperlink style consistent across different web pages?
- ☒ Is the hyperlink noticeable and as close as possible to the relevant information it qualifies?
- ☒ Does the hyperlink take consumers directly to the disclosure?
- ☒ Are you actively assessing the effectiveness of the hyperlink by regularly testing click through rates?

# CONFIDENTLY COMPLY WITH PAGEFREEZER'S TECHNOLOGY

Being able to prove exactly how your web pages looked at specific points in time can play a huge role in halting an investigation early and saving on the burden of eDiscovery costs. Here's how PageFreezer can help you prove your FTC compliance when you most need it:

## AUTOMATIC ARCHIVING

Archive your entire website, web pages and blogs automatically and in real-time so no content is missed.



## DATA EXPORTS

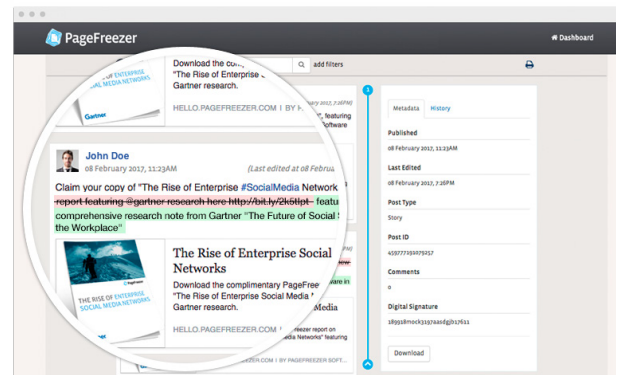
Share your archives with third parties like the FTC by exporting custom reports of your archives in PDF, Excel, CSV or CSV straight from the PageFreezer dashboard.

## EVIDENTIARY QUALITY ARCHIVES

Prove data integrity and authenticity of your data with PageFreezer's SHA-256 bit strong digital signatures and RFC 3136 compliant time stamps on each archived page or post, meeting legal standards for data authenticity and integrity.

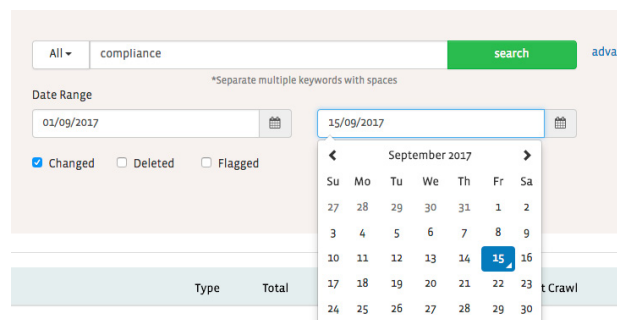
## TRACK CHANGES & DELETIONS

Pinpoint exact changes and deleted messages in your archives. PageFreezer indicates all changes in the user interface even if they occurred immediately after posting. Text changes are highlighted in red (removed) and green (added).



## ADVANCED SEARCH

Locate your archives easily when you need them. Either conduct a simple search using one keyword or conduct an advanced search using multiple keywords and filters.



LEARN MORE AT [PAGEFREEZER.COM](https://PAGEFREEZER.COM)  
WE TAKE COMPLIANCE OFF YOUR PLATE

# ABOUT PAGEFREEZER

PageFreezer is a leading provider of website and social media archiving solutions to a wide range of industries including finance, legal, telecom, retail, utilities, government and post-secondary education. PageFreezer is a SaaS (Software-as-a-Service) application that enables organizations and corporations of all sizes to permanently preserve their website and social media content in evidentiary quality and then access those archives and replay them as if they were still live. Uses for the archived data range from compliance with regulators such as the SEC, FINRA and the FDA to litigation preparedness, evidence capture, call center support and competitive intelligence.

Based in Vancouver, British Columbia, PageFreezer Technologies is a privately-held firm that is owned and managed by a successful team of software veterans. The company was founded in 2006 and has been operating in Europe and North America since 2010. With a rapidly expanding customer base and the most comprehensive website and social media archiving solutions available, PageFreezer is the premier provider of archiving services for online content to companies throughout the world.

## Disclaimer

This document was created to provide information about a specific issue. This document does not take a position on any specific course of action or proposal, nor is it intended to endorse any particular vendor or product. Every effort has been made to present accurate and reliable information; however, PageFreezer assumes no responsibility for consequences resulting from the use of the information herein.

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