**ANA Urges FTC To Reconsider Regulation Of Fake Reviews**

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Description automatically generatedThe Association of National Advertisers is urging the Federal Trade Commission to drop its proposed regulation tackling fake online reviews. "ANA does not believe that rulemaking is warranted, wise, or a balanced approach," the ANA stated, warning that it "is particularly concerned that this rulemaking will have a chilling effect on truthful speech."

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[*https://www.mediapost.com/publications/article/389745/ana-opposes-ftc-proposal-to-crack-down-on-fake-rev.html*](https://www.mediapost.com/publications/article/389745/ana-opposes-ftc-proposal-to-crack-down-on-fake-rev.html)