

Advertising Laws

If you're thinking about advertising on the internet or in print, there are rules and guidelines to protect businesses and consumers — and help maintain the credibility of those advertising media.

The laws work to prevent acts or practices in advertising that might deceive or be unfair to consumers. The Federal Trade Commission (FTC) is the governing body that enforces these laws and enacts rules.

The CAN-SPAM Act is a law that sets the rules and requirements for email and gives recipients the right to have you stop emailing them. The fines for violating this act can be detrimental to your business.

The main requirements of CAN-SPAM include not using false or misleading headers in your email, avoiding the use of deceptive subject lines, and letting recipients know where you're located. Giving recipients the opportunity to unsubscribe is also a critical part of CAN-SPAM.

Businesses also need to comply with Telemarketing Sales rules and the Telephone Consumer Protection Act. If you're making marketing calls or selling anything by phone and say that you'll repair credit, promise loans for a fee in advance, or tout investment opportunities, you need to follow these rules.