UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Office of the Chair

Statement of Chair Lina M. Khan
Joined by Commissioner Rebecca Kelly Slaughter
and Commissioner Alvaro M. Bedoya
Regarding the Strategic Plan for Fiscal Years 2022-2026
Commission File No. P261201

August 26, 2022

Today the Commission issued its Strategic Plan for fiscal years 2022-2026, an effort that started under Commissioner Slaughter's leadership as Acting Chairwoman and continued under Chair Khan. The Strategic Plan establishes priorities to guide the Federal Trade Commission's work over the next five years so that the Commission can fulfill its mission and deliver on its mandate effectively. The Strategic Plan is informed by a comprehensive review of the agency's goals, strategies, metrics, successes, and challenges. It reflects input from stakeholders inside and outside the agency, and we are thankful to everyone—including public commenters—who participated in the process leading up to the issuance of the Plan. We are especially grateful to the Office of the Executive Director for stewarding this process, and to the staff Working Group for their guidance and suggestions, which drove the updates and additions reflected in the document.

During the agency's review of present challenges, it became clear that the Commission's goals, objectives, and metrics needed to be re-evaluated and refined to ensure that the Commission is continuing to learn from past experiences and adapt to present realities so that we can successfully navigate the road ahead. Accordingly, the Strategic Plan places emphasis on the particular importance of crafting strategies and policies to deter law violations in addition to taking action against and remedying them. We also clearly affirmed our commitment to ensuring the FTC's work benefits all Americans, including those in historically underserved communities ranging from racial minorities to veterans.[1]

Over the last year we have already started to execute on key priorities to more fully protect Americans from unlawful business practices. This includes enforcement that activated important legal authorities, such as the agency's first action protecting veterans under the Military Lending Act, our first action under the Opioid Addiction Recovery Fraud Prevention Act, and our first action in years protecting franchisees under the Franchise Rule. [2] It also

[1] Historically underserved communities include Black Americans, Latinos, Indigenous/Native American peoples, Asian American/Pacific Islanders or other persons of color, members of religious minorities, lesbian, gay, bisexual, transgender, and/or queer persons, persons with disabilities, persons who live in rural areas, and persons adversely affected by persistent poverty or inequality. Strategic Plan at 14.

[2] Press Release, Fed. Trade Comn'n, FTC and 18 States Sue to Stop Harris Jewelry from Cheating Military Families with Illegal Financing and Sales Tactics (July 20, 2022), https://www ftc.gov/news-events/news/press-releases/2022/07/ftc-18-states-sue-stop-harris-jewelry-cheating-military-families-illegal-financing-sales-tactics (employing the Military Lending Act); Press Release, Fed. Trade Comn'n, FTC Hits R360 and its Owner With $3.8

includes initiating and advancing a suite of rulemakings designed to put market participants on clear notice and enable the Commission to obtain monetary relief and civil penalties for unlawful practices that harm Americans, including false Made in USA claims, false money-making claims, and junk fees and bait-and-switch tactics by auto dealers.[3] And despite mounting complexities in litigation, the FTC has challenged unlawful business practices by major firms,[4]

Million Civil Penalty Judgment for Preying on People Seeking Treatment for Addiction (May 17, 2022), https://www.ftc.gov/news-events/news/press-releases/2022/05/ftc-hits-r360-its-owner-38-million-civil-penalty-judgment-preying-people-seeking-treatment-addiction (pursuing an action under the Opioid Addiction Recovery Fraud Prevention Act); Press Release, Fed. Trade Comn'n, FTC Sues Burger Franchise Company That Targets Veterans and Others With False Promises and Misleading Documents (Feb. 8, 2022), https://www ftc.gov/news-events/news/press-releases/2022/02/ftc-sues-burger-franchise-company-targets-veterans-others-false-promises-misleading-documents (pursuing an action under the Franchise Rule for the first time in years)

[3] Press Release, Fed. Trade Comn'n, FTC Issues Rule to Deter Rampant Made in USA Fraud (July 1, 2021), https://www.ftc.gov/news-events/news/press-releases/2021/07/ftc-issues-rule-deter-rampant-made-usa-fraud (finalizing a rule to crack down on false, unqualified claims that products are Made in the USA); Press Release, Fed. Trade Comn'n, FTC Takes Action to Combat Bogus Money-Making Claims Used to Lure People into Dead-end Debt Traps (Feb. 17, 2022), https://www.ftc.gov/news-events/news/press-releases/2022/02/ftc-takes-action-combat-bogus-money-making-claims-used-lure-people-dead-end-debt-traps (issuing a notice of proposed rulemaking to address false money-making claims); Press Release, Fed. Trade Comn'n, FTC Proposes Rule to Ban Junk Fees, Bait-and-Switch Tactics Plaguing Car Buyers (June 23, 2022), https://www.ftc.gov/news-events/news/press-releases/2022/06/ftc-proposes-rule-ban-junk-fees-bait-switch-tactics-plaguing-car-buyers (issuing a proposed rulemaking related to the sale, financing, and leasing of cars by auto dealers using legal authority from the Dodd-Frank Act). *See also* Press Release, Fed. Trade Comn'n, FTC Strengthens Security Safeguards for Consumer Financial Information Following Widespread Data Breaches (Oct. 27, 2021), https://www.ftc.gov/news-events/news/press-releases/2021/10/ftc-strengthens-security-safeguards-consumer-financial-information-following-widespread-data (updating a rule that strengthens data security safeguards that financial institutions are required to put in place to protect their customers' financial information); Press Release, Fed. Trade Comn'n, FTC Launches Rulemaking to Combat Sharp Spike in Impersonation Fraud (Dec. 16, 2021), https://www ftc.gov/news-events/news/press-releases/2021/12/ftc-launches-rulemaking-combat-sharp-spike-impersonation-fraud (issuing an advanced notice of proposed rulemaking to address impersonation fraud); Press Release, Fed. Trade Comn'n, FTC Explores Rules Cracking Down on Commercial Surveillance and Lax Data Security Practices (Aug. 11, 2022), https://www.ftc.gov/news-events/news/press-releases/2022/08/ftc-explores-rules-cracking-down-commercial-surveillance-lax-data-security-practices (issuing an advanced notice of proposed rulemaking regarding commercial surveillance and lax data security practices); Press Release, Fed. Trade Comn'n, Federal Trade Commission Proposes Small Business Protections Against Telemarketing Tricks and Traps (Apr. 28, 2022), https://www.ftc.gov/news-events/news/press-releases/2022/04/federal-trade-commission-proposes-small-business-protections-against-telemarketing-tricks-traps (issuing an advanced notice of proposed rulemaking to address telemarketing tricks and traps).

[4] Press Release, Fed. Trade Comn'n, FTC Sues Walmart for Facilitating Money Transfer Fraud That Fleeced Customers Out of Hundreds of Millions (June 28, 2022), https://www.ftc.gov/news-events/news/press-releases/2022/06/ftc-sues-walmart-facilitating-money-transfer-fraud-fleeced-customers-out-hundreds-millions (alleging Walmart facilitated money transfer fraud); Press Release, Fed. Trade Comn'n, FTC Charges Twitter with Deceptively Using Account Security Data to Sell Targeted Ads (May 25, 2022), https://www ftc.gov/news-events/news/press-releases/2022/05/ftc-charges-twitter-deceptively-using-account-security-data-sell-targeted-ads (alleging Twitter deceptively used consumer information provided for security purposes to target users with ads); Press Release, Fed. Trade Comn'n, FTC Takes Action to Stop Online Home Buying Firm Opendoor Labs, Inc. from Cheating Potential Sellers with Misleading Claims about its Home-Buying Service (Aug. 1, 2022), https://www.ftc.gov/news-events/news/press-releases/2022/08/ftc-takes-action-stop-online-home-buying-firm-opendoor-labs-inc-cheating-potential-sellers (alleging Opendoor pitched potential home sellers using misleading and deceptive information); Press Release, Fed. Trade Comn'n, Federal Trade Commission Finalizes Order Against Dun & Bradstreet for Deceiving Businesses and Failing to Update Errors on Business Credit Reports (Apr. 7, 2022), https://www.ftc.gov/news-events/news/press-releases/2022/04/federal-trade-commission-finalizes-order-against-dun-bradstreet-deceiving-businesses-failing-update (alleging a business credit report service deceived businesses about the value of the products offered and failed to correct errors on businesses' credit reports).

secured substantial relief and redress for consumers,[5] and ramped up law enforcement on key consumer issues such as combatting high drug prices[6] and tackling illegal restrictions on Americans' right to repair their products.[7]

We are confident that this Strategic Plan will aid the Commission's work to continue building on these important efforts. Congress tasked the FTC with a critical mission, and we are committed to effectively deploying our authorities and resources to deliver.

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[5] Press Release, Fed. Trade Comn'n, FTC Takes Action Against Multistate Auto Dealer Napleton for Sneaking Illegal Junk Fees onto Bills and Discriminating Against Black Consumers (Apr. 1, 2022), https://www ftc.gov/news-events/news/press-releases/2022/04/ftc-takes-action-against-multistate-auto-dealer-napleton-sneaking-illegal-junk-fees-bills (announcing the largest fair lending action in FTC history); Press Release, Fed. Trade Comn'n, FTC Action Against Benefytt Results in $100 Million in Refunds for Consumers Tricked into Sham Health Plans and Charged Exorbitant Junk Fees (Aug. 8, 2022), https://www ftc.gov/news-events/news/press-releases/2022/08/ftc-action-against-benefytt-results-100-million-refunds-consumers-tricked-sham-health-plans-charged (obtaining $100 million in refunds for consumers tricked into health plans that charged exorbitant junk fees).

[6] Press Release, Fed. Trade Comn'n, FTC to Ramp Up Enforcement Against Any Illegal Rebate Schemes, Bribes to Prescription Drug Middleman That Block Cheaper Drugs (June 16, 2022), https://www.ftc.gov/news-events/news/press-releases/2022/06/ftc-ramp-up-enforcement-against-illegal-rebate-schemes (clarifying that paying rebates and fees to exclude competitors offering lower-cost drug alternatives can violate competition and consumer protection laws).

[7] Press Release, Fed. Trade Comn'n, FTC to Ramp Up Law Enforcement Against Illegal Repair Restrictions (July 21, 2021), https://www ftc.gov/news-events/news/press-releases/2021/07/ftc-ramp-law-enforcement-against-illegal-repair-restrictions (championing consumers' right to repair); Lesley Fair, *FTC Announces Three Right-to-Repair Cases: Do Your Warranties Comply With the Law*?, FTC BUSINESS BLOG (July 7, 2022), https://www.ftc.gov/business-guidance/blog/2022/07/ftc-announces-three-right-repair-cases-do-your-warranties-comply-law (announcing three right to repair actions).