

FEDERAL TRADE COMMISSION

The Federal Trade Commission (FTC) protects the American public from unfair or deceptive practices and promotes fair competition by pursuing enforcement actions against individuals and companies to stop illegal activity, remedying harm caused by that activity, and preventing its reoccurrence; developing rules to ensure a fair, competitive, and open marketplace; and educating consumers and businesses about their rights and obligations.

BUILDING ON FTC'S ACCOMPLISHMENTS

- **PROMOTING LANGUAGE ACCESS:** The FTC created an online resource to provide consumer education in Traditional and Simplified Chinese, Korean, Tagalog, Vietnamese, and other languages. The website also offers blogs, articles, and publications that highlight key consumer protection topics, including impersonators, immigration-related scams, phishing, and COVID-related scams.
- **PREVENTING FRAUD IN COMMUNITIES OF COLOR:** In October 2021, the FTC released “Serving Communities of Color: A Staff Report on the Federal Trade Commission’s Efforts to Address Fraud and Consumer Issues Affecting Communities of Color,” which highlights, among other things, efforts to address fraud in underserved communities, including in AA and NHPI communities. For example, the report describes an FTC law enforcement action against marketers of a deceptive COVID-19 preventative that targeted Vietnamese American communities using Vietnamese language videos.
- **LEVERAGING ETHNIC MEDIA:** The FTC launched an initiative to reach AA and NHPI communities through advertising in ethnic media. Following a listening session with journalists about COVID recovery-related scams, the FTC placed a series of multilingual advertorials and live-announcer scripts in 68 print publications and 26 radio stations in Asian American, Black, Latino, and Tribal communities.

PRIORITY PROGRAM GOALS FOR THE ASIAN AMERICAN, NATIVE HAWAIIAN, AND PACIFIC ISLANDER COMMUNITIES

Per Executive Order 14031, the FTC has identified four high-priority goals that will span the next two years. These goals will advance equity, justice, and opportunity for AA and NHPI communities.

GOAL 1

Mitigate harm caused by deceptive and unfair practices: The FTC will develop a toolkit to aid staff in evaluating the impact of deceptive or unfair practices in the use of emerging technologies such as automated decision-making and algorithmic bias and gig economy on underserved communities, including AA and NHPI communities. Through this toolkit, the FTC aims to reduce harms to AA and NHPI communities, thereby building capacity, and creating greater opportunities for these communities.

GOAL 2

Improve outreach and engagement with AA and NHPI communities, including as part of COVID-19 response and recovery: The FTC will continue to use all of its tools, such as its authority under the COVID-19 Consumer Protection Act of 2020, to take action against COVID-19 marketers who target or impact underserved communities, including AA and NHPI communities. In addition, American Rescue Plan funding will enable the FTC to continue reaching out to AA and NHPI communities through ethnic media to focus attention on COVID-19 response and recovery. Finally, the FTC will also update its resources in Asian languages, which will be followed by the rollout of a communications campaign, in cooperation with the agency's regional offices and with partners from non-profits and state and local governments.

GOAL 3

Revise the Bureau of Competition's case selection and evaluation process: FTC will update its case selection and evaluation process by making efforts to collect, disaggregate, and report available information about the impact of proposed mergers and alleged anti-competitive conduct on underserved communities, including AA and NHPI subgroups, especially as the country continues to respond and recover from COVID-19. The FTC can use the collected data to more explicitly consider impacts on barriers to entry and effects on workers, particularly low-wage workers, in its analysis of mergers and conduct.

GOAL 4

Hire a Chief Diversity Officer (CDO) to develop and implement a long-term strategic roadmap for diversity, equity, inclusion, and accessibility (DEIA): The CDO will bring additional equity expertise to the agency, support a broad array of equity related initiatives and strategic objectives, and, among other things, develop recommendations to make additional infrastructure investments to support DEIA at the FTC.