**Notes on Laws and Regulations Regarding Marketing and Business Practices**

**Summary of the Green Guide questions:**

1. What are the “general environment benefit claims” in terms of marketing?
2. What are the “free of” marketing rules.
3. What are the “recycled content” marketing rules.

**Fair Packaging and Labeling**

1. What are the basic requirements for labeling “consumer commodities”?
2. What is the purpose of this act?
3. The Food and Drug Administration (FDA) administers the FPLA with respect to which 4 items?

**Do Not Call Registry**

1. What is the “Do Not Call Registry”?
2. What are the exceptions to the rule?
3. How is the Do not Call Registry enforced?

**Federal Trade Commission (FTC)**

1. What is the FTC?
2. What are their goals?
3. How does the FTC benefit consumers?

**Tobacco Control Act**

1. What does this act ban (list all 5 items)?
2. What are the 4 warning labels every package must have?
3. Explain how much of the packaging has to be covered with the warning label (there are 2 different items).

**Tobacco Products Marketing Restrictions**

1. What is the background of this law?
2. List 3 of the bulleted items given.

**Tobacco Industry Marketing Overview**

1. Overview
2. How does tobacco product advertising affect youth smoking?
3. How do tobacco industries target diverse communities and women?

**Food, Drug, and Cosmetic Act**

1. Give a brief overview of the act
2. What are their 2 goals?
3. What does this act NOT regulate?

**Automobile Information Disclosure Act**

1. Give a brief overview of the act
2. What are the penalties?

**Robocalls**

1. What is a robocall?
2. What’s the FTC doing about robocalls?
3. What prerecorded calls are allowed?

**Children’s Television Act**

1. The FCC has adopted rules that EVERY television station must (list the 3 items each TV station must have)
2. What are the commercial time limitations (explain in your own words), and who does this apply to?
3. What is their rule on Internet website listings on TV commercials during programming?

**Marketing Endorsement Laws**

1. Give a brief overview of what an endorsement is.
2. What are the 3 basic truths in advertising principles of endorsement marketing?
3. Why did the FTC revise its Endorsement Guides to include social media?

**Made in the USA Claims**

1. According to the Federal Trade Commission, what does “Made in the USA mean?”
2. What are the only 3 products that require a Made in the USA label?
3. Give a brief overview of the American Automobile Labeling Act.

**Children’s Online Protection Privacy Rule (COPPA)**

1. Give a brief overview of the purpose of COPPA.
2. What does the rule require?
3. When are you covered by COPPA?