



September 4, 2026

VIA EMAIL

ATTN: Courier Regulation
Office of Adjudication
Passport Services
U.S. Department of State
ca-courierreg@state.gov
PattonFE@state.gov

Re: Supplemental Notice of Proposed Rulemaking – Passports; Procedures for
Passport Couriers (RIN 1400-AE37; Docket No. DOS-2025-0170)

Truth in Advertising, Inc. (“TINA.org”) respectfully submits this comment on the U.S. Department of State’s September 25, 2025 supplemental notice of proposed rulemaking, which would establish requirements and conduct standards for private passport courier companies registered with the Department.¹ TINA.org’s comment is based on its investigation into the registered passport courier industry, which uncovered widespread deceptive practices.

Specifically, TINA.org’s investigation found that the vast majority of active registered couriers misrepresent their affiliation with the federal government and/or make false or misleading claims about their ability to expedite passports – often while imposing significant and inadequately disclosed costs on consumers. These practices have created an opaque marketplace that compounds the expense, uncertainty and complexity of an already complicated process. The resulting harm is not merely theoretical. Thousands of consumer complaints document individuals losing significant sums of money, failing to obtain passports in time for planned travel and/or canceling trips after being misled about a courier’s purported ability to secure passports within days or hours. These widespread harms expose a fundamental failure of the existing regulatory framework – rather than helping applicants obtain legitimate and reliable passport assistance, couriers within the program consistently use precisely the types of deceptive practices from which passport applicants are supposed to be protected.²

As such, TINA.org strongly supports the proposed rulemaking and urges the Department to go further – by extending the marketing requirements to reach additional deceptive practices.³ By registering passport couriers and lending those companies the implicit credibility that registration confers, the Department has an obligation to ensure that registration is not weaponized as a marketing tool to mislead the very travelers the

program purports to serve.⁴ The proposed rulemaking is an important first step in holding passport couriers accountable for their conduct.

I. INTERESTS OF COMMENTER

TINA.org is a nonpartisan, nonprofit consumer advocacy organization dedicated to combating deceptive advertising and consumer fraud; promoting understanding of the serious harms commercial dishonesty inflicts; and working with consumers, businesses, self-regulatory bodies and government agencies to advance countermeasures that effectively prevent and stop deception in the economy. Its website, www.tina.org, provides information about common deceptive advertising techniques; consumer protection laws, regulatory actions and other lawsuits; and alerts about specific deceptive marketing campaigns.

TINA.org has become a trusted authority on false and misleading advertising tactics, testifying before Congress on issues related to consumer protection, deceptive marketing and economic justice.⁵ TINA.org regularly draws on its expertise to advocate for consumer interests before the FTC and other governmental bodies, and appears as amicus curiae in cases raising important questions of consumer protection law.⁶

Since its inception, TINA.org has received more than 10,000 tips and complaints from consumers, filed legal actions with regulatory agencies against hundreds of companies and entities, published more than 1,600 ad alerts and more than 1,100 news articles, and tracked more than 6,600 federal class actions alleging deceptive marketing. Notably, since 2015, state and federal agencies have obtained monetary judgments of more than \$1 billion against wrongdoers based on TINA.org's legal actions and evidence, and returned millions in ill-gotten gains to consumers.

TINA.org has conducted an industry-wide investigation into the marketing practices of passport couriers registered with the Department and has identified a pattern of misleading representations directed at consumers seeking passports – consumers who are often under time pressure, unfamiliar with the passport process and particularly vulnerable to deceptive claims about the nature, speed and cost of courier services.⁷ These findings, a sampling of which is available at www.truthinadvertising.org/evidence/registered-passport-courier-marketing-database, and explained in more detail below, form the basis of this comment.⁸

II. THE PROPOSED RULEMAKING IS NEEDED

The passport courier industry has long operated in a regulatory vacuum, with the Department's oversight of registered couriers resting entirely on informal policy – a 2007 handbook that, by the Department's own admission, provided no enforceable mechanism to address non-compliant conduct.⁹ This regulatory gap has allowed a marketplace to develop in which deceptive practices are not the exception but the norm. TINA.org's investigation documents a courier industry in which misleading marketing is pervasive – from false and misleading claims of government affiliation, to misrepresentations about

the speed and nature of the services provided, to obscure pricing and hidden fees. A formal regulatory framework is long overdue, and the proposed rule is a critical first step toward bringing accountability to this industry.

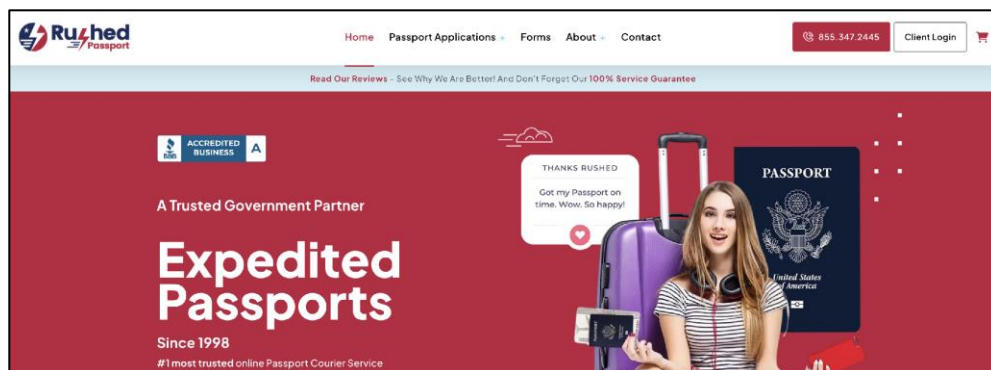
A. Deceptive practices within the registered passport courier industry are pervasive

The passport courier industry reaches consumers through a wide range of advertising channels, including Google ads, television commercials, websites, social media, travel platforms, internet banner ads and sponsored third-party partnerships. TINA.org’s investigation revealed that deceptive marketing is pervasive across all of these channels and throughout the industry. Of the 141 Department-registered couriers that TINA.org could confirm as currently active, at least 120 – approximately 85% – have been engaged in one or more deceptive marketing practices.¹⁰

i. Misrepresentations regarding government affiliation or endorsement

Many registered passport couriers market themselves in ways that state or imply that they have an affiliation with or are endorsed by the U.S. government. Examples include:

- Statements claiming government affiliation, such as being “A Trusted Government Partner,”¹¹ “US Department of State Approved,”¹² “authorized by the U.S. Department of State,”¹³ a “US Government Passport Agency,”¹⁴ and a “licensed Department of State passport expeditor”¹⁵; having “proprietary, accredited access from the U.S. Department of State”¹⁶ and “Government-Level Trust”¹⁷; and able to “circumvent the red tape generally associated with the processing of your passport” thanks to a “direct connection” to a government agency.¹⁸



“A Trusted Government Partner”



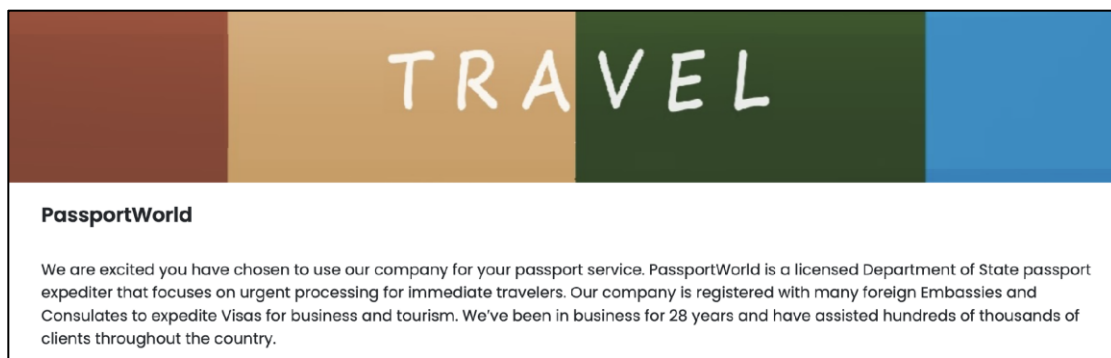
“US Department of State Approved”



“VisaRite Passport and visa processing authorized by the U.S. Department of State...”



“ThePassportGuys is a US Government Passport Agency.”



“PassportWorld is a licensed Department of State passport expeditor...”



PASSPORT

VISA EXPRESS

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40 YEARS

SINCE 1984

MORE THAN

100,000

SATISFIED TRAVELERS



Get your passport or visa as quickly as tomorrow

Are you traveling within a month, and need a new or renewed passport? Passport & Visa Express has proprietary, accredited access from the U.S. Department of State to expedite passports in days — not months — and we've been doing it for more than 40 years.

“Passport & Visa Express has proprietary, accredited access from the U.S. Department of State to expedite passports in days – not months – and we’ve been doing it for more than 40 years.”



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& Visa International

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GOVERNMENT-LEVEL TRUST

A word from The White House.

APVI has been the trusted visa processing partner of the White House Travel Office since 2008.



"American Passport & Visa International has consistently provided the White House Travel Office with exceptional service in expediting visa processing for our international travel needs. Their professionalism, accuracy, and ability to navigate complex consular requirements under tight deadlines have made them an invaluable partner."

TT

Thomas Thorgersen

Director, White House Travel Office

“Government-Level Trust .. A word from The White House.”



Our Services

We offer a variety of expedited passport services, including new passport applications, passport renewals, lost and stolen passport processing. Our team of experts will guide you through the process and ensure that you have everything you need for your trip. We specialize in offering expedited services for those who need their documents in a hurry. Our direct connection to the Washington Passport Agency allows us to circumvent the red tape generally associated with the processing of your passport. We can get your passport processed in as fast as Five Business Days!

“Our direct connection to the Washington Passport Agency allows us to circumvent the red tape generally associated with the processing of your passport.”

- The use of the Department’s seal, in potential violation of 18 U.S.C. § 713 and 2 FAM 150.¹⁹



STATE DEPARTMENT REGISTERED COURIERS SINCE 1998

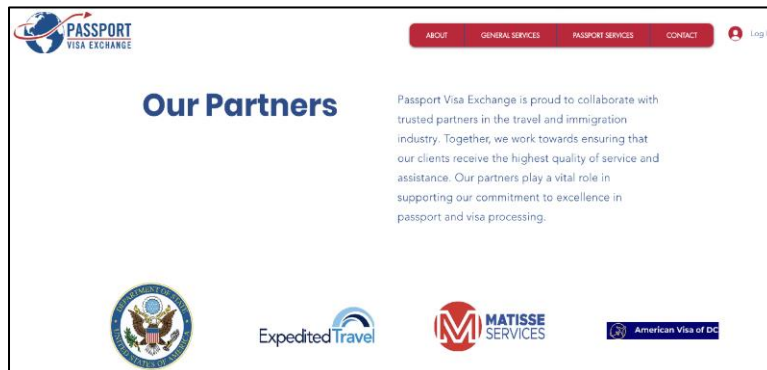
BBB BUSINESS VERIFIED

DEPARTMENT OF STATE REGISTERED COURIERS

100K+ APPLICANTS YEARLY

RushedPassport.com Follow

Need a passport fast? See more



- Government-sounding company names (such as “US Passport & Visa,”²⁰ “Gov+,”²¹ and “The Passport Office”²²) and web addresses (such as www.uspassportandvisa.org, www.passportservices.us, www.unitedpassport.com, www.epassport.us, and www.usapassportonline.org).
- Official-looking logos, seals and website designs:²³



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Get Your U.S. Passport

Trusted online U.S. Passport Courier Service. Our registered couriers nationwide and team of passport advisors will help get your passport fast.

[GET STARTED](#)

My Passport Center is a private company not affiliated with the U.S. Government. We offer paid services to simplify U.S. passport applications. Depending on the selected service, we may provide access to a PDF form editor, customer support, and step-by-step instructions for submission. **IMPORTANT:** Passport applications must be submitted by the customer through official U.S. Government offices or websites.

[Home](#)
[Passport Services](#)
[Passport Help](#)
[FAQ](#)
[Contact](#)
[English](#)

New Passport Application

[Complete DS-11 Now >](#)

Requirement:

Start a DS-11 now if following applies:

- You're applying on behalf of someone under the age of 16.
- It is your first U.S. passport.
- Your previous U.S. passport was issued over 15 years ago.
- If you are over 16 and were aged 15 or under when you were issued your last passport.

Passport Renewal Application

[Complete DS-82 Now >](#)

Requirement:

Start a DS-82 now if your previous passport:

- Is in your possession and is undamaged.
- Was issued when you were aged 16 or older.
- Has few blank passport pages remaining.
- Will expire soon or has expired in the last 5 years.
- You're renewing a regular (tourist) passport, not a special or diplomatic passport.

Lost Passport Application

[Complete DS-64 Now >](#)

Requirement:

Start a DS-64 now if your passport:

- Was lost or stolen and you wish to report the loss.
- Was lost or stolen and you wish to report the loss AND apply for a new passport.

Get Your U.S. Passport

Nationwide Online U.S. Passport Courier Service. We are designed to save you time and help you get your passport quickly & efficiently.

[GET STARTED](#)

[U.S. Passport Book and Card Online Application Service](#)

Choose Passport Application Type

DS-11 New Adult Passport

- This is your first U.S. passport application
- Your previous U.S. passport was issued when you were under 16 and you are now 16 or older
- The previous U.S. passport you held was issued more than 15 years ago

[NEW PASSPORT >](#)

DS-82 Passport Renewal

- Expiring or has expired within the last 5 years
- Passports have few blank pages
- A renewal is applicable only if your passport is in your possession, intact, and issued when you were at least 16 years old. If not, a new application is required

[RENEW PASSPORT >](#)

DS-11 Child Passport

- Child is under 16 years of age, even if the child has previously been issued a passport
- Both Parents or Legal Guardians must appear with child at a local acceptance agent
- Notarized DS-3053 if one of the parents/legal guardians cannot be present

[CHILD PASSPORT >](#)

DS-11 + DS-64 Lost / Stolen Passport

- You lost your passport
- Your passport is stolen
- Police report is not required

[LOST / STOLEN PASSPORT >](#)

DS-11 Damaged Passport

- Your passport is valid but damaged
- Your passport was issued when you were 16 years of age or older
- The damaged passport must be submitted with a signed statement describing the damage

[DAMAGED PASSPORT >](#)

DS-82 Second Passport

- Your previous passport was issued when you were 16 or older
- Your previous passport was issued in the past 15 years
- You currently have your previous passport in your possession
- You need a second passport

[SECOND PASSPORT >](#)

DS-82 OR DS-5504 Name Change

- You legally changed your name (marriage, divorce, or court order)
- Your current or expired passport is under your previous name

[NAME CHANGE >](#)

DS-11 + DS-82 Passport Card

- Expiring or has expired within the last 5 years
- Applying for new passport
- A renewal is applicable only if your passport must be in your possession, intact, and issued when you were at least 16 years old. If not, a new application is required

[NEW CARD >](#)
[RENEW CARD >](#)

8

Even technically accurate phrases – such as “government-registered courier” – can mislead consumers when paired with official-looking branding. And disclosures of private status, when they appear at all, are often buried in fine print.²⁴

Consumer complaints, including those submitted to the FTC, TINA.org and third-party review sites, confirm that these misleading marketing tactics are confusing and deceiving consumers on a large scale. The following are just a sampling:

“We are not young teckies, we are in our mid 70’s, and I thought I was on a government website because of the name GOV PLUS.” (January 17, 2026 complaint about Gov+)²⁵

“SCAMMERS! Misleading Presentation: The website mimics the appearance of official government platforms using patriotic colors and professional layouts. Many users reported clicking on it accidentally via ‘sponsored’ search results, mistakenly believing it was the official U.S. Department of State website...” (February 8, 2026 complaint about US Passport & Visa.org)²⁶

“Absolute SHAM!!!! My 18yr old son thought he was applying for his passport and we were charged \$183 for a service we could have done ourselves at home. They use a deceiving website design . . . Not affiliated with the US. Government) in small font, subtle light colors that are hard for color blind folks to read) and use paid . . . search results that show up above the US Government sites to lure new users to your service.” (February 2, 2026 complaint about United Passport)²⁷

“I urgently needed to renew my passport and found this site through a Google search. The website looked official, clean, and seemed like it was part of the U.S. government or a legitimate authorized partner. NOWHERE was it clearly and prominently stated that they are not affiliated with the U.S. Department of State – only buried in fine print. . . . This is a textbook bait-and-switch scam that preys on urgency and confusion. They deliberately blur the line between private business and official government service to deceive unsuspecting citizens. . . . This business should be shut down or forced to change its deceptive practices. They are scamming U.S. citizens under the guise of ‘assistance’ and deserve to be held accountable.” (August 24, 2025 complaint about MyPassportCenter.com)²⁸

“I accessed hellogov.com under the impression it was an official government site for US passport renewal. The websites design and the representative I spoke with . . . both claimed the company is a ‘government authorized vendor.’ After I completed the application and printed the forms, I realized this was a private third party. I immediately requested a cancellation, but was denied a refund of the \$305.42 service fee on the grounds that I had already ‘printed the document.’ ...” (April 9, 2026 complaint about HelloGov)²⁹

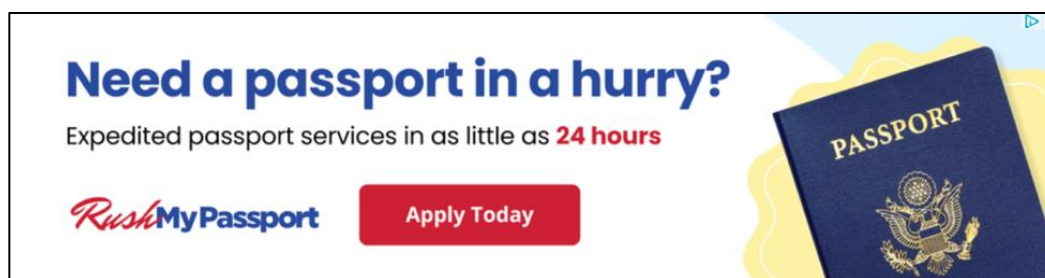
“I’ve never had a passport so I was not aware that there is only one official site you are supposed to apply for a passport. I thought this was a website that I could

apply for a passport, but didn't realize it was just a scam site claiming to be an official passport application site. In an email sent to me it states, 'USA Passport Online is partnered with third-party couriers registered with the U.S. Department of State.' It asks for all the same information that is required for the official travel.state.gov passport application including dob, ssn, home address, phone number, spouse information, parent information, and payment information. Once you hit submit, it asks you if you want to pay for the passport book or card or both and it gives you the choice to pay for expedited services as well as a separate option for passport insurance for a fee. Unfortunately I filled out the information for all four of my family members and paid \$125.83 for each application for a total of \$503.32. . . . Now this scammer has all of our personal information, including that of my children. I hope that this helps to prevent others from making the same horrible mistake I made." (February 18, 2026 complaint about USA Passport Online)³⁰

These complaints – and the myriad of others, many of which can be found online – leave no doubt that registered passport couriers are luring consumers to their websites and services with misleading representations about their relationship to the government.³¹

ii. Misleading claims regarding speedy passport services

Registered passport couriers routinely market their services as a means of obtaining a passport more quickly than consumers could on their own directly through the Department. Such representations conflict with the Department's express statement that using a courier will not result in faster processing than consumers applying directly on their own.³² Nevertheless, courier advertisements make unqualified representations that they can obtain passports "in as little as 24 hours," process passports the "same day" and advertise other exceptionally short turnaround times, often contrasting those promises with the substantially longer timelines purportedly associated with consumers applying directly through the government. Representative claims include:



*"Need a passport in a hurry? Expedited passport services in as little as 24 hours"*³³

ExpressPassport
A Trusted U.S. Passport Expediting Company

CALL: 1-888-612-9899 ABOUT US REQUIREMENTS

Same Day Service

In as little as 24 hours from the time we receive your documents, you can have your expedited passport in hand. It's quick and easy!

"Same Day Service In as little as 24 hours from the time we receive your documents, you can have your expedited passport in hand. It's quick and easy!"³⁴

GOV+
apply.govplus.com/passport/united-states

Apply for Passport - 3 Day Passport

The Easiest Way to Renew or Apply for Your Passport—No Lines, No Stress. Simple Kit. Passport Delivered to Your Door—Apply in minutes, renew...

Get Your Passport in 3 Days Apply for Passport Or

\$30 off - New Customers

"Apply for Passport – 3 Day Passport The Easiest Way to Renew or Apply for Your Passport—No Lines, No Stress. Simple Kit. Passport Delivered to Your Door—Apply in minutes..."³⁵

CIBT
cibtvisas.com

1-Day Passport Renewal

Avoid lengthy visa and passport processing times and obtain your passport fast and easy.

Apply Now

"1-Day Passport Renewal Avoid lengthy visa and passport processing times and obtain your passport fast and easy."³⁶

itsEasy

Passport Services Passport Photos

Get Your Passport or Visa as Fast as You Need It!

ItsEasy will help you step-by-step with your U.S. Passport or Foreign Travel Visa applications.

"Get Your Passport or Visa as Fast as You Need It!!"³⁷

APVI American Passport & Visa International

Passports Visas Authentication

WHY APVI

A specialist watching every step, not a chatbot.

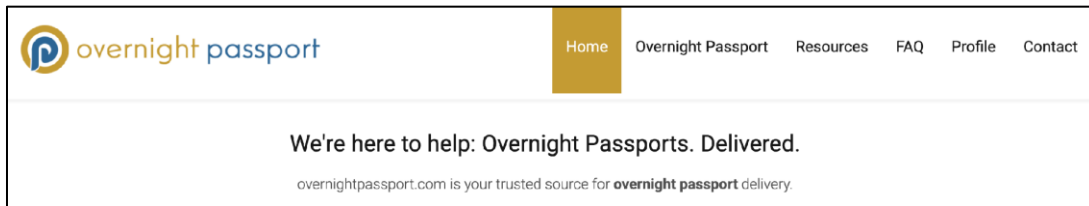
Routine government processing takes 6-8 weeks. We get it done in days — with a State Department-registered specialist hand-reviewing every application before it's submitted.

"Routine government processing takes 6-8 weeks. We get it done in days..."³⁸

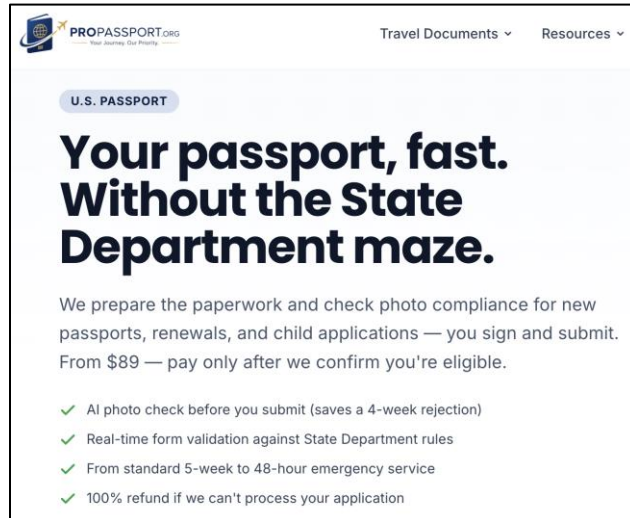
You Can't Lose with ACE Passport!

Same Day Passport Processing • Visas for ALL Countries of the world!

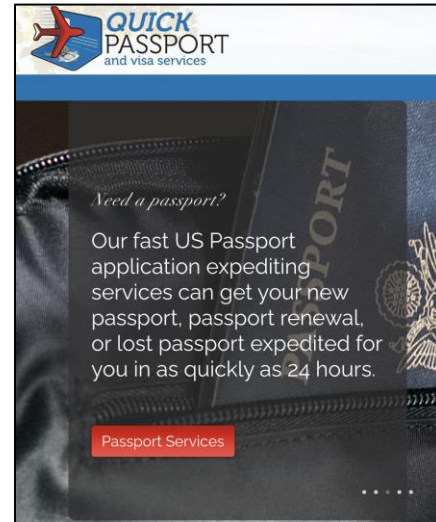
"Same Day Passport Processing"³⁹



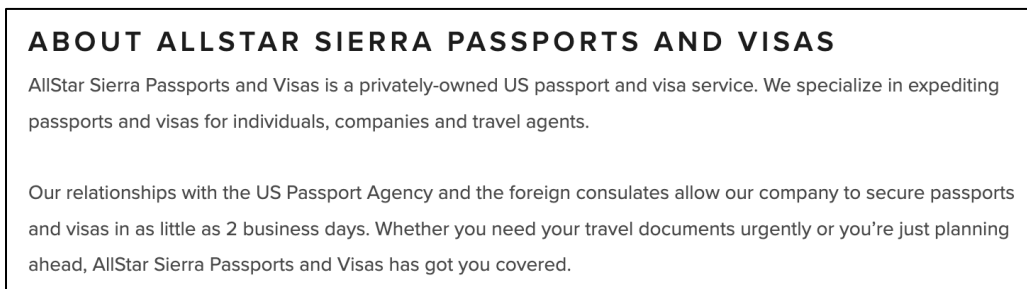
*"We're here to help: Overnight Passports. Delivered."*⁴⁰



*"Your passport, fast. Without the State Department maze. ... From standard 5-week to 48-hour emergency service."*⁴¹



*"Our fast US Passport application expediting services can get your new passport, passport renewal, or lost passport expedited for you in as quickly as 24 hours."*⁴²



*"Our relationships with the US Passport Agency and the foreign consulates allow our company to secure passports and visas in as little as 2 business days."*⁴³

These advertisements convey a common and materially misleading message: that registered couriers possess the authority, access or institutional relationships necessary to accelerate the government's processing of a passport application. Viewed in context, such claims are likely to lead reasonable consumers to mistakenly believe that a courier can obtain preferential or accelerated processing unavailable to an applicant who deals directly with the Department.⁴⁴

In short, couriers advertise capabilities they do not possess and cannot deliver.⁴⁵ Indeed, couriers take advantage of the fact that the Department on its website refers to registered

companies as “passport expeditors”⁴⁶ and publishes its registered couriers list on a webpage catalogued under the heading “Get Your Passport Fast” to market their services emphasizing exceptionally short turnaround times without clearly explaining that they cannot affect passport processing times controlled by the Department.⁴⁷

Registered couriers’ marketing typically fails to disclose the material limitations of their services. The complaints excerpted below illustrate the consequences: consumers paying substantial fees to couriers, only to discover too late that the couriers could neither expedite the Department’s processing nor deliver their passports as promised.

“My opinion is you shouldn’t have these business. They are scamming people. If you still allow them I hope you amend your rule so that companies must be honest in advertising. They make it sound like they get passports faster but you can get it fast without them. I almost fell for one of these scams online at the top of the Google list. Thankfully I had friends talk me out of that. I got my renewal in 7 days. If you are processing passports faster for these private companies, why would you do that” (November 24, 2025 comment submitted to the Department)⁴⁸

“Do not trust this company. I paid for the 3-4 business day service and i am missing my international trip because they have not returned my passport. I have called several times every day, left messages, texted, and emailed with not a single response. This company is a fraud.” (July 1, 2026 complaint about Passports and Visas.com)⁴⁹

“Words cannot describe how disturbed I am by my choice in trusting them. Not only did they charge an arm and a leg then more to get it done in time, but the emergency 2 day passport is still not here and won’t be for 2-3 more weeks according to the passport agency. I was under the impression they walked it in and walked it out and would overnight it. Just lost close to a grand to them and their fees and 4k on non refundable tickets.” (March 13, 2026 complaint about RushMyPassport/Expedited Travel Holdings, LLC)⁵⁰

“I paid for an expedited passport. It was supposed to be done within 6 business days. They submitted my application as a normal passport that will take 6 weeks now. They refuse to answer calls or emails to resolve it.” (May 5, 2026 complaint about Passports and Visas.com)⁵¹

“We paid this company \$504 on February 4 for 9-day expedited passport service. After several follow-ups and conflicting updates, we contacted the passport agency directly and were told the application was not received until February 23. Because the application was not submitted when expected, my husband had to buy a same-day flight to Atlanta, pay for a hotel, and incur additional transportation costs to obtain emergency passport processing. ...” (March 5, 2026 complaint about The Passport Office)⁵²

“We paid \$652 for two passport renewals with their 7-day service. Over two weeks later and the order hasn’t been processed. I just filed Chargbacks with my AMEX. I emailed many times and called their 800 number with no response. Complete waste of time.” (February 17, 2026 complaint about Passports and Visas.com)⁵³

“DO NOT BUY FROM HERE. I ordered my passport in May and it’s still not here. I even paid extra to have it expedited! I’ve had to delay one trip already and I’ve tried to contact support numerous times. I’ve yet to speak to an actual person. I’ve waited hours on the phone to have no one answer. This is the worst business I’ve ever seen. I probably will have to cancel my trip in late July now since I don’t think it’s going to come by then. Do not do what I did.” (July 13, 2021 complaint about Express Passport)⁵⁴

“I reached out an purchased an expedited passport from this business. They never sent it in the timeframe promised and now its been over 3 weeks. I missed my trip. ...” (September 22, 2025 complaint about Passports and Visas.com)⁵⁵

Such complaints confirm that consumers are routinely misled about what courier services can actually deliver.

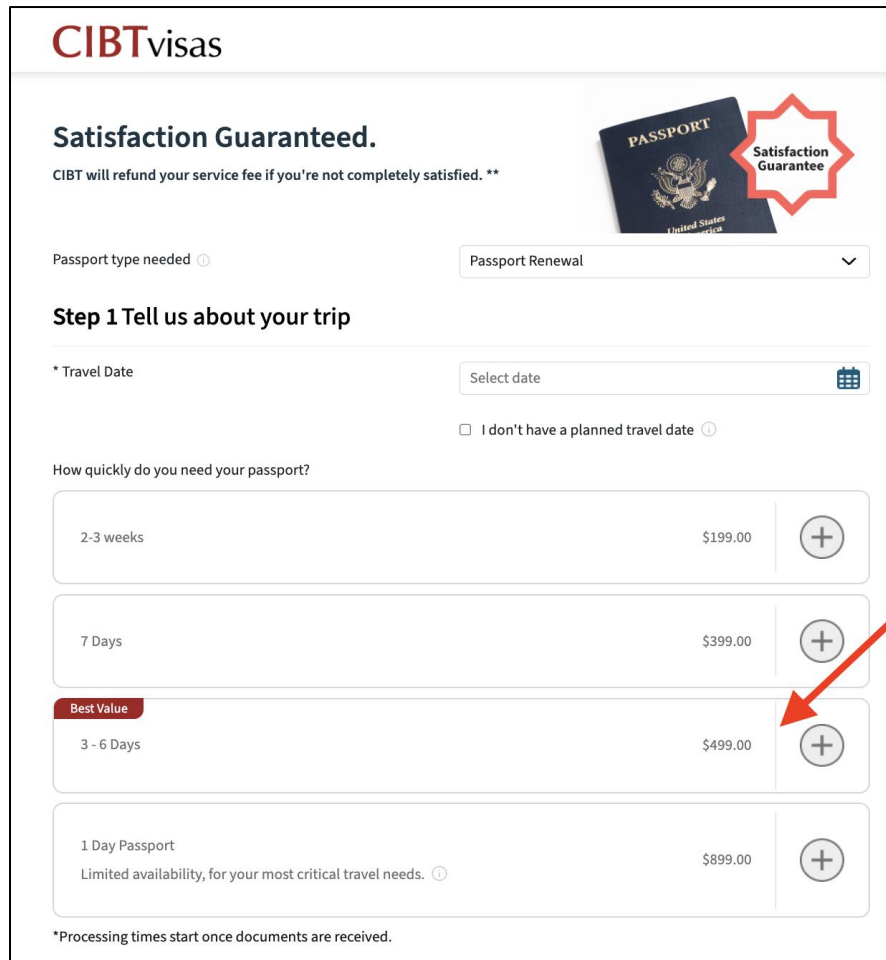
iii. Deceptive pricing tactics

The passport courier industry also employs two closely related and well-documented deceptive pricing practices: drip pricing and partitioned pricing. Drip pricing withholds charges until later stages of the transaction,⁵⁶ whereas partitioned pricing divides the price into separate components without clearly presenting their combined total.⁵⁷ A substantial body of behavioral research, reinforced by the FTC’s findings, demonstrates that these practices harm consumers even when each price component is disclosed somewhere during the transaction.⁵⁸ Consumers systematically underestimate total costs when prices are presented in components rather than as a single, all-inclusive figure; the resulting complexity also increases search and cognitive costs, impedes meaningful comparison shopping and may induce consumers to remain in transactions they otherwise would have abandoned.⁵⁹

By advertising artificially low headline prices and later adding government fees, “coverage” charges and other various costs – or by separately listing these charges without ever clearly disclosing the total amount due – passport couriers’ pricing tactics hide the true cost of their services to the detriment of consumers. Often the true cost is only revealed after consumers invest substantial time in the transaction and, in many instances, provide sensitive personal or payment information, thereby making it more burdensome to abandon the transaction and magnifying the deceptive effect of the initial price representation.

For example, on CIBT Visas’ website, cibtvisas.com, advertised prices do not include mandatory government fees, a \$45 “replacement coverage” fee or shipping fees, nor does

it include an additional optional \$540 for step-by-step guidance despite advertising “100% accuracy.”⁶⁰



CIBTvisas

Satisfaction Guaranteed.
CIBT will refund your service fee if you're not completely satisfied. **

Passport type needed ⓘ Passport Renewal ▼

Step 1 Tell us about your trip

* Travel Date Select date 

☐ I don't have a planned travel date ⓘ

How quickly do you need your passport?

2-3 weeks	\$199.00	
7 Days	\$399.00	
Best Value 3 - 6 Days	\$499.00	
1 Day Passport Limited availability, for your most critical travel needs. ⓘ	\$899.00	

*Processing times start once documents are received.

CIBT Visas’ webpage for “expedited passport renewal”

After such fees are added, the total for a passport renewal in “3-6 Days” can easily increase from the advertised \$499 price to more than \$1,300.

Other registered passport couriers similarly omit mandatory fees from advertised prices, as the examples below show:



Help U Travel, dba Emergency Expedited Passports & Visas⁶¹
 Fine print: “Government fees not included”

Expedited Passport Renewal Service

Secure Payment 24/7 Support Trusted by 100,000+ customers

After placing an order, we will call you within 1-2 hours (during normal business hours) at the phone number you provide to review your order for an **emergency passport**. We will answer any questions you may have, we will then provide you with the **Checklist**, the **FedEx inbound shipping label** to ship your documents to us and the **letter of authorization** you need to sign to allow us to get the passport processed for you.

Expediting Options:

☒ Next Day Service	1-2 Business Days (Receive by July 16th)	\$745 \$625
☐ Emergency Service	2-5 Business Days (Receive by July 21st)	\$475

Order Summary

Applicant Name

Renew Passport

Next Day Service	\$625
Passport Protection	\$24.95
Total	\$649.95

Does not include \$213.36 government fee.

First Passport & Visa Services, dba RushedPassport⁶²
 Fine print: “Does not include \$213.36 government fee.”

Consumers nationwide have been deceived and harmed by these deceptive pricing practices, as the examples below illustrate:

“This entire process feels like a scam. I paid over \$600 for the passport application service, only to be told later that I would need to pay an additional \$220 government fee that was not clearly disclosed upfront. The pricing is extremely misleading, with hidden fees that dramatically increase the total cost. By the time everything was added up, I would have been paying nearly \$900 for a passport. That is completely unreasonable and far more expensive than expected. ...” (June 8, 2026 complaint about RushedPassport)⁶³

“CIBT is not upfront about their pricing. ... the only price I saw was a shipping charge of \$55. Never did over \$500 come across my screen. It never asked for

consent for this amount, no check out total, etc. ...They should have an upfront cost that you have to approve before consumers get stuck with a bill that is hundreds of dollars with no recourse.” (November 28, 2025 complaint about CIBT Visas)⁶⁴

“I’m a disabled veteran, and 200 dollars is a lot to find out that it doesn’t include the cost of the passport at the end of it. . . . Submitted for an escalation call for the refund, but because I generated the document (which is where it tells you that you need to pay an additional 200 dollars for the application), the bot will not provide me a refund. Absolutely shady business practice to not disclose the process.” (November 24, 2025 complaint about HelloGov)⁶⁵

“I needed a passport within 3 weeks. I was told staples CIBT was a great option to use. On their website, it says to renew your passport \$199. Nowhere does it say this is just the fee. Its not actually the cost of the passport. They make you put in your cc info before telling you the total cost. It ended up being \$300 (i was desperate). After i received my passport i was charged an additional \$190. Come to find out that was the charge for the actual passport. I called CIBT and the only way of finding out that CIBT is initially just charging a fee is by going on an actual home computer. My cell phone which is an iPhone . . . does not have the fee list as even an option to look at. Why in a million years would i opt for a service that would charge me over \$500 for a 2-3 turn around. I would have done it myself. The advertisement is completely misleading and false. They should be made to be upfront with their cost. I should not have been charged additional money for something that was never listed. Also, if the only way of seeing this charge is going on a home computer that is also completely wrong and purposeful.” (May 13, 2025 complaint about CIBT Visas)⁶⁶

“...charged me \$232.67 for basically nothing. I now still have to go get a passport photo and I still have to pay the Government \$212 dollars to get a renewed Passport. Thinking that I was just ripped off...I googled the business and found out that this is what they do; rip people off. I could have gone directly to . . . Government Site to get my passport renewed for half the cost. It is dishonest and they won’t refund me because I clicked on the download. I don’t plan to use anything that generated from their site...BIG rip off. I would like a refund. I think others should know about their sinister tactics.” (February 4, 2026 complaint about HelloGov)⁶⁷

“...pricing was unclear and misleading. I was charged \$225.89 upfront on 1/16/2026 without clear disclosure that this fee does not cover the actual government passport renewal fee. After payment, I was informed that an additional \$212.05 would be required to proceed, meaning the initial charge did not include the core cost of the passport renewal itself. This pricing structure was not clearly explained prior to purchase. I believe HelloGov’s presentation of its services creates a misleading impression of government affiliation and obscures

the true nature and total cost of the service, which constitutes deceptive business practices....” (January 27, 2026 complaint about HelloGov)⁶⁸

“...I paid HelloGov \$203.30 on 1/14 to renew my U.S. passport. The application is very misleading, and it’s not until after you download the form do you realize there is an additional \$130 fee you have to pay to the passport agency. I still have to mail in my application along with a check made out the for the \$130 for passport renewal. Instead, I could have done all of this for free and even online for only the passport renewal fee. ... The process unfair, misleading, and abusive.” (February 3, 2026 complaint about HelloGov)⁶⁹

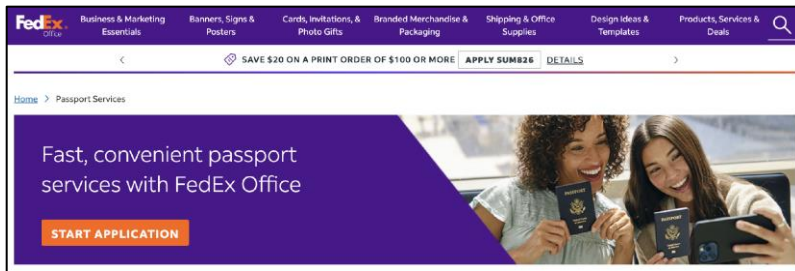
“...False information of what they can do to get your passport. The upfront cost didnt even cover the cost for the actual passport. It is also confusing and misrepresentation of a government website. After realizing what the company is actually offering eventhough being accredited and reviewed highly, I did not finish the application because i didnt feel safe sharing anymore sensitive information. I want my money back.” (November 18, 2025 complaint about HelloGov)⁷⁰

These accounts are representative of a far larger body of consumer complaints reflecting the same pattern of deceptive marketing. Such complaints do not merely allege dissatisfaction with unexpectedly high prices; they provide evidence of the decision-making distortions that result from the misleading pricing tactics employed in this industry.

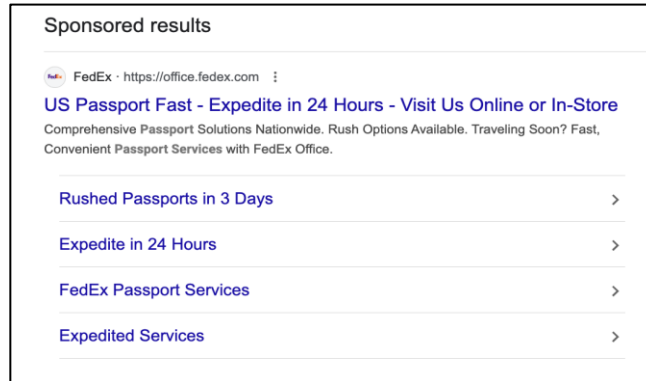
iv. Misleading third-party partnerships and shared responsibility

Passport couriers’ commercial partnerships with well-established national brands amplify the deceptive net impression created by their misleading marketing. FedEx, AAA, AARP, Staples, CLEAR and others promote or direct consumers to courier services through cobranded webpages, banner advertisements, website links and sponsored search results. In this context, consumers may reasonably understand the referring brand not as a disinterested advertising platform, but as the provider, sponsor or guarantor of the advertised passport courier service. Such involvement supplies the courier with credibility it could not independently command while also creating a corresponding obligation for the national brand to ensure that the marketing presented in its name is accurate and truthful.

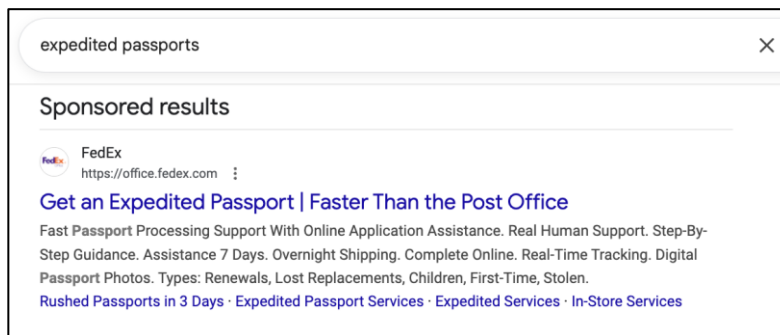
RushMyPassport, for example, is promoted through arrangements with, among others, FedEx, AAA and AARP,⁷¹ while Staples and CLEAR direct consumers to HelloGov through similar cobranded marketing.⁷² These arrangements do more than extend the couriers’ advertising reach. By incorporating trusted names and logos into the offer, well-known brands obscure that the couriers are independent, for-profit intermediaries. When a national partner permits its brand to be used in this manner, it should not be permitted to disclaim responsibility for representations that reasonable consumers understand to be made or endorsed by that partner.



FedEx website⁷³



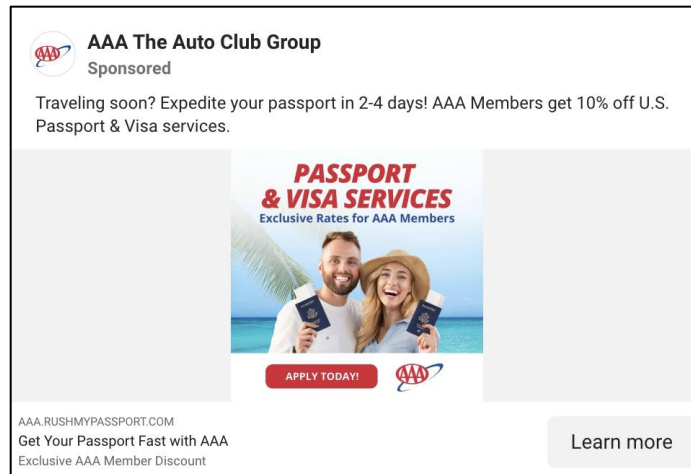
Sponsored Google search result on June 9, 2026



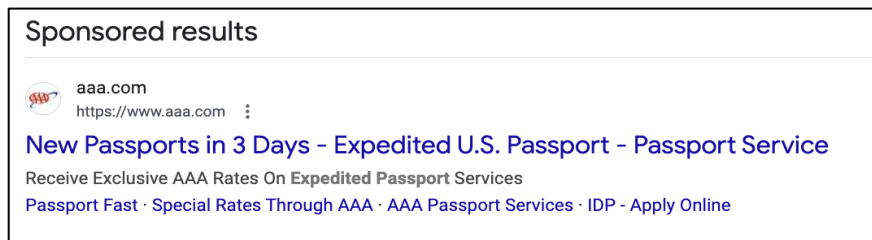
Sponsored Google search result on July 10, 2026



AAA website⁷⁴



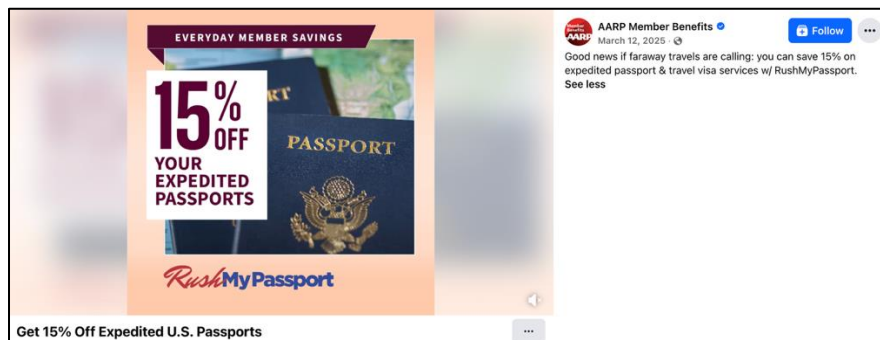
Meta ad that started running on June 16, 2026⁷⁵



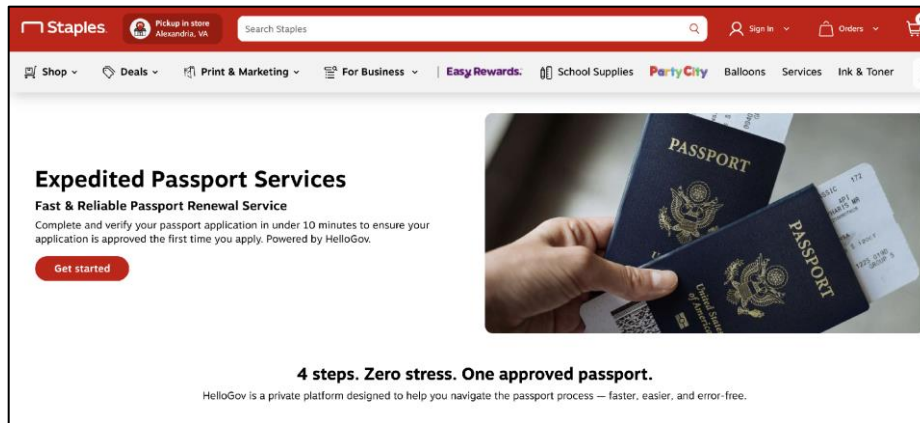
Sponsored Google search result on July 10, 2026



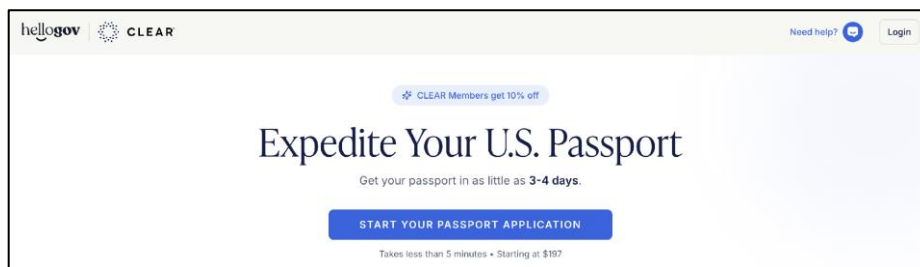
RushMyPassport website⁷⁶



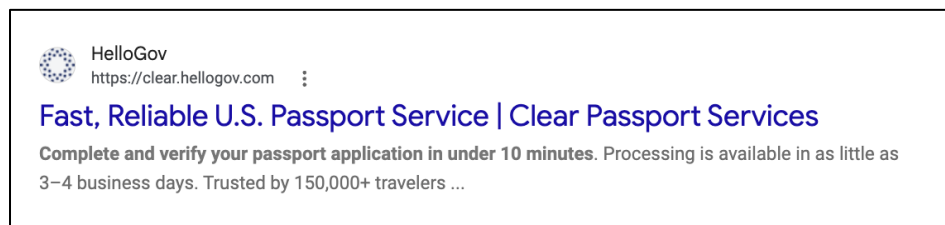
AARP Member Benefits Facebook post⁷⁷



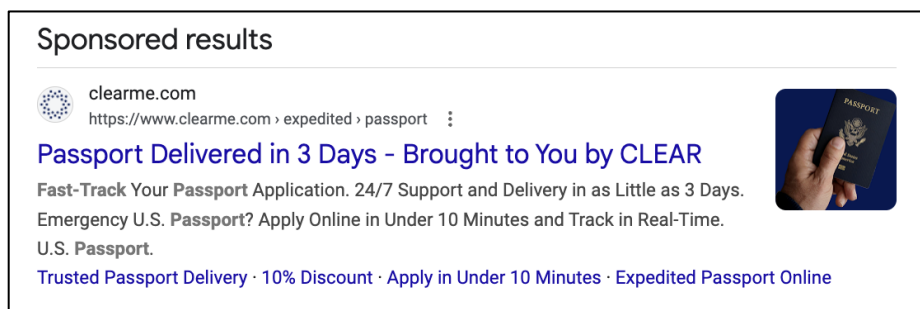
Staples website⁷⁸



Clear HelloGov website⁷⁹



Google search result on August 20, 2026



Sponsored Google search result on July 10, 2026⁸⁰

The complaints excerpted below demonstrate that these associations materially influence consumer decisions. Consumers report selecting couriers because they trusted the referring brand, regarded the partnership as an assurance of legitimacy or believed that the service was being provided by the partner itself. These accounts establish that the partners' identities are not incidental to the transactions – they shape consumers'

understanding of who is providing the service, whether its claims are credible and who stands behind the transaction.

“I am a Clear member and have been for years so I assumed using them to rush my passport would be a safe choice. I paid HelloGov \$203.30 on 1/14 to renew my U.S. passport. The application is very misleading, and it’s not until after you download the form do you realize there is an additional \$130 fee you have to pay to the passport agency. ... Instead, I could have done all of this for free and even online for only the passport renewal fee. I contacted customer service to request a refund within the hour of starting this process and I was told I cannot because I downloaded the application and started the process, the same application that is free on the official passport website. That is not disclosed on the application. ... The process unfair, misleading, and abusive. Charging someone \$203 and then refusing to give a refund within hours of the transaction does not seem like a stance a reputable business would take. To add to the frustration, I renewed my wife’s passport on the official website 10 days AFTER paying HelloGov to ‘expedite’ the process. I did this 100% online without having to go and get pictures made, and I didn’t have to mail anything in and HER passport has already arrived in the mail. ...” (February 3, 2026 complaint about HelloGov)⁸¹

“Misleading partners: Although the company is advertised on the FedEx Office website and has had partnerships with companies like AAA in the past, many customers were confused and misled by this apparent legitimacy. The BBB has received numerous complaints from customers who felt betrayed by FedEx and AAA, as RushMyPassport is not a BBB-accredited business.” (September 4, 2025 complaint about RushMyPassport)⁸²

“I was attempting to renew my passport because it is expired, and I believed this website was an official or direct way to complete that renewal. At no point was it clearly communicated that this company is not affiliated with the government and only provides a paid assistance service rather than the actual passport renewal. I do not need or want an expedited or third-party service. The site even has the Clear symbol which I know is a government program for getting thorough airports quickly so I thought I was on the official government page for renewal.” (January 19, 2026 complaint about HelloGov)⁸³

“On 1/27/26 my disabled son was tricked by this company. He filled out a form on their website that said it had 48 hour refund, but neverdisclose that if he filled out the form that would void the refund policy. This company sells nothing. They charge \$247 for an expedited passport and then just give you a list of things you have to do yourself to get an expedited passport. This information is available on any government website for free. ... Its a total scam. I requested a refund within one hour of my son mistakenly placing this order. They imply on their website that you can do the whole thing online which is a total lie. They say it takes less than 15 minutes. That also is a lie. They rushed you through the process and make you download a form which voids your eligibility for refund. ... They led my son

to believe that the charge of \$247 included paying for his passport which it does not. They charge \$25 for a single overnight envelope which cost \$12 from the company. And \$225 for a list of instructions. Their website also makes you assume they are part of Staples. ... Predatory practices!” (January 28, 2026 complaint about HelloGov)⁸⁴

Accordingly, marketing disseminated by or through a courier’s commercial partners should be subject to the same substantive standards governing the courier’s own advertising. A registered courier should remain accountable for claims made on its behalf through a third party, and a partner that participates in creating, disseminating or endorsing those claims should bear responsibility for their accuracy. Any other approach would create a readily exploitable gap in the regulatory framework, allowing couriers to convey through trusted intermediaries impressions they could not lawfully convey themselves. The proposed rulemaking must therefore encompass the entire marketing presentation, including the use of established brands and logos, cobranded webpages, sponsored search results and the placement and adequacy of disclosures.

B. Passport couriers’ deceptive practices harm consumers

The available complaint data provide substantial evidence that the deceptive practices documented above are neither isolated nor inconsequential. Records for a sample of only 10 registered couriers – fewer than 5% of all couriers on the Department’s registry – reflect more than 3,700 complaints submitted to the FTC. During the past three years, the Better Business Bureau has also issued at least five alerts identifying recurring patterns of complaints, among other things, concerning some of these same companies.⁸⁵ TINA.org has likewise received complaints directly from consumers concerning such marketing and business practices.

The complaints consistently connect the challenged representations to identifiable consumer injury. Consumers report paying hundreds of dollars in fees after mistaking couriers for government-affiliated entities, misunderstanding the limited nature of the services offered, or relying on assurances that passports would be delivered within advertised timeframes. In many cases, the resulting injury extended beyond the courier’s fees to include lost travel expenditures, missed international trips, prolonged loss of access to identity documents and the inability to pursue alternative means of obtaining a passport before departure. The following accounts are illustrative:

“The so-called service provided amounts to nothing more than printing information submitted through your website and mailing it to the consumer, for which you charge an excessive and unjustified fee of \$183 USD. This practice is deceptive, abusive, and exploitative, and warrants immediate investigation and enforcement action.” (February 2, 2026 complaint about United Passport LLC)⁸⁶

“I paid nearly \$700 for an emergency passport service ... My application was completed and shipped on a Wednesday for a trip the following Thursday. Throughout the process, the company repeatedly assured me that everything

would arrive on time. After days of vague updates, I finally requested a phone call. I received one after 5 PM on Tuesday less than 48 hours before my flight only to be told my documents would not arrive until Friday at noon, which is the day after my departure. At that point, I was informed that I am not eligible for a refund because they are blaming shipping delays, despite the fact that I paid over \$50 for shipping through their own website. For nearly \$700 (not including government passport fees), I should not still be waiting ... This delay has cost me thousands of dollars in nonrefundable travel arrangements, and I have absolutely nothing to show for it. ..." (December 10, 2025 complaint about HelloGov)⁸⁷

"My father died in another country and I needed to fly out ASAP. My passport was expiring and used HelloGov as a service to get my passport expedited with the promise of 3 day delivery. I paid first \$821 on a Friday. I went through the steps including application, proof of travel, photos. I printed to packet to be sent and noticed errors on the government paperwork. I could not rectify an error on the application via their website. Their website would not take me back to the original application filled out, only giving the option to change summarized items. I was panicking as the site states that you must send out on the date selected. I phoned the company on the weekend with no ability to speak to anyone in person. ... In a time of crisis, I was hoping for a helpful solution. People should know that this company has glitches in their system, are not available for help in a timely fashion, and prepared to make as much money as they can without resolution." (February 10, 2026 complaint about HelloGov)⁸⁸

"I paid to renew my passport, with the promise that it would be received within 2 weeks for a charge of \$497 and \$212.05 (7/26/25) per their advertisement. Passport was scheduled to arrive on 8/19/25. It did not arrive in time for my 12-day vacation and as a result I have lost thousands of dollars in having to cancel my flight, lodging, etc. I had multiple calls with GovPlus prior to my flight and was reassured that it would arrive on 8/19/25 (via FedEx), as stated, passport was not received on time. ... A six-week turnaround ... DO NOT USE THIS COMPANY!" (August 29, 2025 complaint about Gov+)⁸⁹

"My husband and I have both attempted to use this service for a rushed passport renewal. In my case: Rush my passport did not respond to my numerous requests via email for information re: my submission papers. They charged my credit card \$365 and I literally never heard from them - neither from a support lens nor for a refund for literally no work or progress done on my passport. My husband has spent \$600 with this company and FedEx combined to submit his paperwork. When he was notified that his forms were incorrect, they sent ONE email stating he should send a new set of forms, which were the EXACT forms he had already sent. He has not heard a single word from them since, and they currently retain his government-issued passport. We are now in a position where he has no ability to travel overseas, and they are in illegal possession of his valid US passport. They have not responded to numerous emails and phone calls in the past 3 months." (September 6, 2023 complaint about RushMyPassport)⁹⁰

“I used this service through their partner, FedEx, to renew my passport, which I intend to use to go on my honeymoon on May 1st. I completed the entire process, paid the required government fee and wrote a check for the 3rd party service fee. ... I am not less than 1 month from my planned travel date and they are reserving holding my documents (and identity) hostage. I cannot even go to my local federal building to renew my passport because this grifting company is in possession of my old passport. I demand immediate action on my passport renewal. This is ridiculous.” (April 2, 2025 complaint about RushMyPassport)⁹¹

“This was the WORST experience. A team member advised which option to select based on the travel dates. They connected us to the courier who then refused to see us for four business days because it was ‘too early’ for the travel dates. When we went back to the courier to have the documents sent out, there was only 8 business days for a 5-10 day passport. We now did not receive our passport for the trip and have to miss a family member’s wedding. ... We have no idea if the passport will come, when it will come, or what to do to try and even make part of the trip. ...” (January 4, 2025 complaint about HelloGov)⁹²

“This company states it is associated with FedEx and can get it to you in one day. All I got from them for \$258 each for my husband and I was the form that you can get off the internet from US state department. I went to the passport office. They stated that ... I just lost \$516. Of mine very hard earned money. I was traveling for my company. I can’t request this money back as an expense. This is a car payment and a half that I don’t have to spare. Plus it cost me more because of interest on my credit card.” (March 22, 2025 complaint about Expedited Travel Holdings, LLC, owner of RushMyPassport)⁹³

“I needed a passport quickly. The date they promised was 4 days before leaving for an overseas trip that came up suddenly. Long story short, I had to postpone the trip. Passport came in 5 days AFTER the promised date. ...” (April 8, 2026 complaint about RushMyPassport)⁹⁴

The accounts in this comment reveal a coherent causal pattern of harm. Misrepresentations concerning affiliation, price, the nature of the service and the courier’s ability to accelerate processing induce consumers to purchase services they otherwise may not have selected. When the promised assistance fails to materialize, many consumers are unable to mitigate the resulting harm. Taken together, the volume, consistency and specificity of these complaints provide compelling real-world confirmation of the deceptive practices so common in this industry. They show not merely that individual couriers occasionally fail to meet consumer expectations, but that recurring misrepresentations across the registered-courier marketplace produce foreseeable and substantial injury.

III. ADDITIONAL RECOMMENDATIONS

While TINA.org supports the proposed rule's marketing-related requirements, we urge the Department to promulgate a final rule that adopts the following additional protections:

- **Require full and upfront fee disclosure.** The final rule should require registered couriers to clearly and conspicuously disclose the total all-in price inclusive of all mandatory government and business fees before requiring consumers to provide sensitive personal or payment information. This requirement is essential to prevent consumer deception, and consistent with obligations other state⁹⁵ and federal agencies impose in analogous contexts.⁹⁶
- **Consider terms like “expeditor,” “expediting services” and similar titles to be a violation of proposed § 54.30(c)(7).** The proposed rule would prohibit couriers from representing that they can have a passport processed faster than an applicant can on their own through the government. Terms like “expeditor,” “expediting services” and similar titles that couriers – and even the Department – often use to refer to such services convey this false and misleading message by implication.
- **Require automatic removal from the courier registry upon a violation of the proposed rule.** The Department publishes a list of registered courier companies on travel.state.gov. Any courier found to violate the proposed rule should be automatically removed from the registry. An automatic removal requirement ensures the registry reflects only those couriers currently in compliance with the law and gives couriers a clear and powerful incentive to adhere to the rule's requirements.
- **Require the Department's registry to link directly to each registered courier's official website.** Many couriers share common or similar names, making it difficult for consumers to determine whether a website they find through an independent search actually belongs to the registered company or to an unaffiliated copycat with a similar name. Hyperlinking each courier's name on the registry to its verified official website would close this gap and let consumers reliably confirm registration status, rather than guess based on a name alone.
- **Require registered couriers and their third-party partners to be jointly responsible for all marketing claims reasonably associated with their partnership.** The proposed rule should make clear that registered couriers and their marketing partners bear responsibility for marketing claims made in connection with the services they market – whether the claims are made by the couriers themselves or their commercial partners.

Of course, no matter how much ground the final rule covers, it will only make a difference if it is effectively enforced. TINA.org urges the Department to establish clear procedures for receiving, investigating and acting on consumer complaints regarding

registered courier companies; to designate responsibility for enforcement within the Department; and to commit to using the registration cancellation and suspension authority provided in the proposed rule to sanction companies that violate the conduct standards.

IV. CONCLUSION

The passport courier industry has operated for too long without meaningful oversight, and consumers have paid the price. TINA.org's investigation documents a marketplace rife with deceptive marketing, hidden fees and false claims of government affiliation – all made under the implicit imprimatur of Department registration. As such, the proposed rulemaking is a necessary and overdue corrective, which TINA.org strongly supports. TINA.org also respectfully urges the Department to finalize the rule with the additional protections described in this comment, and to commit to vigorous enforcement that will give those protections meaning.

Respectfully submitted,



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¹ 90 Fed. Reg. 46102 (Sept. 25, 2025), <https://www.regulations.gov/document/DOS-2025-0170-0001>.

² See U.S. Dep't of State – Using a Passport Courier Company, <https://travel.state.gov/en/passports/apply/get-fast/courier-company.html>; Gema de las Heras, *Consumer Alert: Avoid Scam Websites that Offer to Help You Get or Renew Your Passport*, Fed. Trade Comm'n (July 3, 2024), <https://consumer.ftc.gov/consumer-alerts/2024/07/avoid-scam-websites-offer-help-you-get-or-renew-your-passport>.

³ TINA.org takes no position with respect to the proposed rule provisions that do not pertain to marketing.

⁴ TINA.org has notified the Federal Trade Commission of these marketing concerns.

⁵ *Safeguarding American Consumers: Fighting Fraud and Scams During the Pandemic Before the Subcomm. on Consumer Prot. and Com. of the Comm. on Energy and Com.*, 117th Cong. (Feb. 4, 2021) (testimony of Bonnie Patten, Exec. Dir., Truth In Advertising), <https://truthinadvertising.org/action/house-testimony-2021-summary-action/>; *Curbing COVID Cons: Warning Consumers about Pandemic Frauds, Scams, and Swindles Before the Subcomm. on Consumer Prot., Prod. Safety, and Data Sec. of the Comm. on Com., Sci., & Transp.*, 117th Cong. (Apr. 27, 2021), (testimony of Bonnie Patten, Exec. Dir., Truth In Advertising), <https://truthinadvertising.org/action/senate-testimony-2021-summary-action/>.

⁶ See, e.g., Brief for Amicus Curiae Truth In Advertising, Inc. In Support of Respondent, *Custom Commc'ns v. Fed. Trade Comm'n*, 142 F.4th 1060 (8th Cir. 2025) (No. 24-3137), https://truthinadvertising.org/wp-content/uploads/2025/03/Custom_Comm_v_FTC_TINA_Amicus_Brief.pdf; Brief for Amici Curiae Truth In Advertising, Inc., et al. in Support of Plaintiff-Appellee, *Fed. Trade Comm'n v. Quincy Bioscience Holding Co., Inc.* (2d Cir. July 24, 2025) (No. 25-12), https://truthinadvertising.org/wp-content/uploads/2021/12/7_24_25-TINA-amici-motion-and-brief.pdf; Brief of Amici Curiae Truth In Advertising, Inc., et al. in Support of Respondent, *Intuit, Inc. v. Fed. Trade Comm'n* (5th Cir. June 21, 2024) (No. 24-60040), <https://truthinadvertising.org/wp-content/uploads/2024/06/Intuit-v-FTC-TINA-Amici-Brief.pdf>; Brief for Truth In Advertising, Inc. as Amicus Curiae Supporting Respondent, *AMG Capital Mgmt., LLC v. Fed. Trade Comm'n*, 593 U.S. 67 (2020) (No. 19-508), https://www.supremecourt.gov/DocketPDF/19/19-508/162934/20201207192719389_19-508%20brief.pdf; Brief of Amici Curiae Truth In Advertising, Inc., et al. in Favor of Appellants and in Support of Reversal, *Fed. Trade Comm'n v. Quincy Bioscience Holding Co., Inc.* (2d Cir. Mar. 6, 2019) (No. 17-3745), https://truthinadvertising.org/wp-content/uploads/2018/03/Prevagen_Amicus-Curiae-brief.pdf.

⁷ See also *RushMyPassport Ad Alert*, TINA.org (Oct 14, 2025, updated Jan. 30, 2026), <https://truthinadvertising.org/articles/rushmypassport/>; TINA.org's Class-Action Tracker: RushMyPassport, <https://truthinadvertising.org/class-action/rushmypassport/>.

⁸ TINA.org is notifying each company listed in this database of our investigative findings.

⁹ Passports; Procedures for Passport Couriers, 90 Fed. Reg. 46102 (proposed Sept. 25, 2025), <https://www.federalregister.gov/documents/2025/09/25/2025-18567/passports-procedures-for-passport-couriers>.

¹⁰ There are 230 couriers currently listed on the Department's website as registered. U.S. Dep't of State – Using a Passport Courier Company, <https://travel.state.gov/en/passports/apply/get-fast/courier-company.html>. Of these, as many as 89 may be inoperative as they either lack a website or have one that is outdated or no longer operational.

Note: These numbers are estimates only. Some names on the Department's registry are shared by more than one entity. For example, Premier Passports appears once on the registry, but at least two companies use this name and each claims to be registered with the Department: (1) Premier Passports, at www.premier-passports.com, and (2) GovPlus, which states it is “authorized by the U.S. Department of State, through its subsidiary Premier Passports LLC as a registered passport courier,” operating at www.govplus.com and www.premier-passport.com.

In other cases, names on the registry are similar enough to invite confusion. For example:

American Passport & Visa Experts Inc
American Passport & Visa International (APVI)

American Passport Center
American Passport Express

Elite Passport & Visa Service Inc
Elite Passport Service

Fast Passport
Fast Passport Center
Fast Passports & Visas

Global Passport & Visas, Inc
Global Passport Express
Global Visas & Passport Express

It's Easy, Inc (Rockefeller Plaza)
ItsEasy.com

Passport & Visa Express
Passport & Visa Consultants
Passport & Visa Solutions (PVS)
Passports and Visas Etc.

Passport Visa Exchange
Passport Visa Express
Passport and Visa Exchange

Travel Document Express
Travel Document Systems

US Passport Online
USA Passport Online

Finally, unregistered passport services sometimes bear names similar to registered couriers. My Passport Hub, a service TINA.org investigated previously, states at the bottom of its website that “mypassporthub.com belongs to Online Immigration SL dba Passports and Visas.” But the company’s phone agents say it is not registered with the State Department – meaning this “Passports and Visas” is distinct from the registered Passports and Visas Etc., or any other similarly named entity on the Department’s list. *My Passport Hub Ad Alert*, TINA.org (July 21, 2025, updated July 29, 2025), <https://truthinadvertising.org/articles/my-passport-hub/>.

¹¹ Rushed Passport, <https://rushedpassport.com/> (registered with the Department as First Passport & Visa Services).

¹² Fast Passport Center, <https://fastpassportcenter.com/>.

¹³ VisaRite Frequently Asked Questions on U.S. Passport Applications, <https://www.visarite.com/faq.html#passport>.

¹⁴ ThePassportGuys, X, https://truthinadvertising.org/wp-content/uploads/2026/08/ThePassportGuys_X.png; ThePassportGuys, X, <https://x.com/ThePassportGuys> (registered with the Department as Philadelphia Passports.com).

¹⁵ PassportWorld, <https://passportworld.cojilio.com/Home/Index>.

¹⁶ Passport & Visa Express, <https://passportandvisa.express/>.

¹⁷ American Passport & Visa International (APVI) – About, <https://www.apvi.com/about>.

¹⁸ Elite International Docs, <https://eliteinternationaldocs.com/>.

¹⁹ Rushed Passport Facebook Ad, https://truthinadvertising.org/wp-content/uploads/2026/08/RushedPassport_FB_6_26_26.mp4; Passport & Document Solutions, <https://www.ezpassportsolutions.com/> (registered with the Department as Passport & Document Solutions (PDS)); Passport Visa Exchange - About <https://www.ppvex.com/about>.

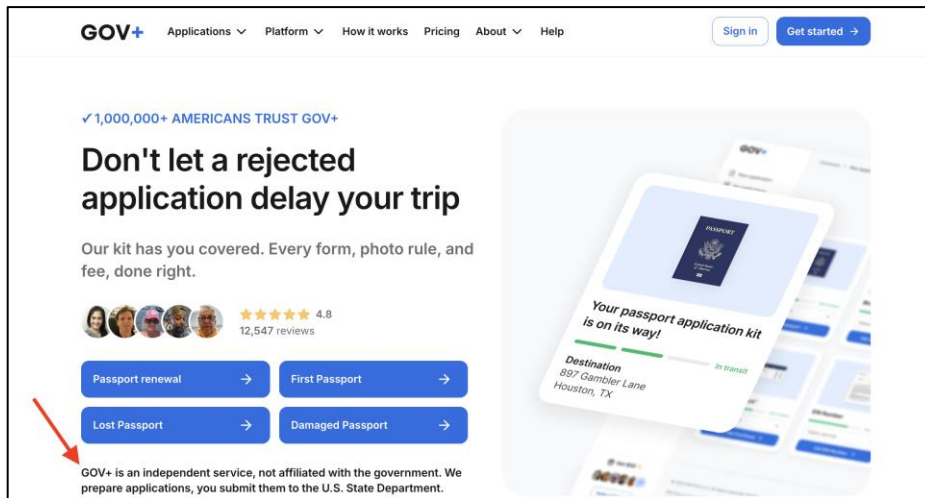
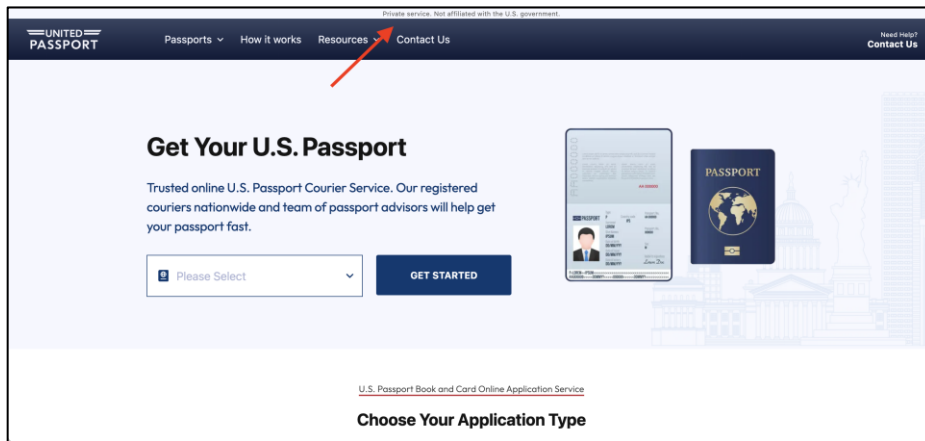
²⁰ US Passport & Visa, <https://uspassportandvisa.org/> (registered with the Department as U.S. Passport & Visa Service).

²¹ Gov+, <https://govplus.com/> (registered with the Department through its subsidiary Premier Passports and sometimes referred to as GovPlus).

²² The Passport Office, <https://www.thepassportoffice.com/>.

²³ US Passport & Visa, <https://uspassportandvisa.org/>; USA Passport Online, <https://usapassportonline.org/>; PassportServices.US, <https://www.passportservices.us/> (registered with the Department as Adams Passports and Visas); United Passport, <https://www.unitedpassport.com/> (registered with the Department as 123 Access Travel Passport); My Passport Center, <https://mypassportcenter.com/> (registered with the Department as Passport Plus); USA Passports, <https://www.usapassports.com/> (registered with the Department as Agency Passports).

²⁴ See, e.g., United Passport, <https://www.unitedpassport.com/>; Gov+ Passport Solutions, <https://govplus.com/solutions/passport>.



²⁵ Jan. 17, 2026 Complaint on BBB's GovPlus Business Profile, <https://www.bbb.org/us/pr/san-juan/profile/legal-document-help/govplus-0633-90608003/complaints>.

Note: All typographical errors in consumer complaints quoted in this letter were present in the originals.

²⁶ Feb. 8, 2026 Complaint on BBB's US Passport & Visa.org Business Profile, https://www.bbb.org/us/fl/clearwater/profile/passports-and-visas/us-passport-visaorg-0653-90458863/customer-reviews#0653_90458863_344304. See also, e.g., February 2, 2026 complaint about

US Passport & Visa.org (“tricked me into thinking it was a government website. I feel so stupid. This is terrible terrible for Americans. The government needs to fine and shut this website down permanently.”); February 7, 2026 complaint about US Passport & Visa.org (“Tricked me into thinking it was an official renewal service. Charges to fill out forms on your behalf you can do for free. This IS NOT AN OFFICIAL SERVICE and it’s highly unfortunate that google allows it to be a top result.”). *Id.*

²⁷ Feb. 2, 2026 Complaint on BBB’s United Passport Business Profile, <https://www.bbb.org/us/ca/pacoima/profile/passports-and-visas/united-passport-llc-1216-1000055087/customer-reviews>. See also, e.g., January 22, 2026 complaint about United Passport (“This company uses a website designed and acts like you are filing your passport application directly with the US government. . . . Their website looks and acts like the federal government . . . There is no need for this type of business to be allow to prey on people this way.”) *Id.*

²⁸ Complaint submitted to TINA.org. MyPassportCenter.com is registered with the Department as Passport Plus.

²⁹ Complaint to FTC, obtained by TINA.org via FOIA request.

³⁰ Complaint to FTC, obtained by TINA.org via FOIA request.

³¹ It is also worth noting that the Department’s own website contains potentially misleading language regarding its affiliation with passport couriers. On its “Using a Passport Courier Company” webpage, the Department states:

Some companies may appear to be affiliated with the U.S. government because they use logos that look like official government seals. Check [list of courier companies](#) to see if a company is registered with us.

U.S. Dep’t of State – Using a Passport Courier Company, <https://travel.state.gov/en/passports/apply/get-fast/courier-company.html>. This message may be misunderstood as indicating that couriers that are registered with the Department are permitted to use official looking government seals, while those that are not registered are prohibited from using such seals.

³² U.S. Dep’t of State – Using a Passport Courier Company, <https://travel.state.gov/en/passports/apply/get-fast/courier-company.html>.

³³ Internet banner ad seen on September 2, 2026. (RushMyPassport is registered with the Department as Expedited Travel.) This ad is consistent with other banner ads TINA.org has observed over time. For example, the following internet banner ad was seen on February 2, 2026:



³⁴ Express Passport – About Us, <https://www.expresspassport.com/about-us/>.

³⁵ Google ad for Gov+, https://truthinadvertising.org/wp-content/uploads/2026/08/GovPlus_GoogleAd_8_21_26.png.

³⁶ Details for CIBT’s “1-Day Passport Renewal” Ad in Google Ads Transparency Center, <https://adstransparency.google.com/advertiser/AR16807079508904509441/creative/CR16530454237465804801?region=US>.

³⁷ ItsEasy, <https://www.itseasy.com/>.

³⁸ American Passport & Visa International (APVI), <https://www.apvi.com/>.

³⁹ Ace Passport Services, <https://www.acepassport.com/>.

⁴⁰ Overnight Passport, <https://overnightpassport.com/>.

⁴¹ Professional Passport's Passport Services, <https://www.propassport.org/passport> (registered with the Department as Professional Passport).

⁴² Quick Passport and Visa Services, <https://www.quick-passport.com/>.

⁴³ About AllStar Sierra Passports and Visas, <https://www.allstarpassports.com/about>.

⁴⁴ Generally, a courier's only effect on turnaround time comes from eliminating mailing delays – hand-delivering applications to passport agencies and returning completed passports back to applicants. Notably, applicants concerned about mailing delays can address such issues themselves by, among other things, paying for Priority Mail Express shipping when submitting their application and including a \$23.36 fee for one-to-three-day return delivery. U.S. Dep't of State – Get Your Passport Fast, <https://travel.state.gov/content/travel/en/passports/get-fast.html>. True expedited processing still requires applicants, even those using a courier, to pay the Department's separate expedite fee. U.S. Dep't of State – Get Your Passport Fast, <https://travel.state.gov/en/passports/apply/get-fast.html>.

⁴⁵ Passport couriers may argue that they also add value by catching application errors before submission. However, the U.S. Postal Service performs this same function as part of its role in the passport acceptance process. The Postal Service's role is to accept passport applications at designated facilities, ensure all application documents are correct, and submit documents to the Department. This error-checking function is thus already built into the routine, no-cost acceptance process available at thousands of Post Service locations nationwide. *Passport Application Acceptance Operations*, U.S. Postal Service Office of Inspector General (Aug. 9, 2021), <https://www.uspsoig.gov/reports/audit-reports/passport-application-acceptance-operations>; *What Does a Passport Application Acceptance Agent Do?*, U.S. Passport Service Guide, <https://www.us-passport-service-guide.com/what-does-a-passport-application-acceptance-agent-do.html>.

⁴⁶ See, e.g., RushMyPassport, <https://www.rushmypassport.com/> (“What are the benefits of using our expedited service? The benefit of using a third party hand courier includes: ...”); Gov+, <https://govplus.com/> (“Registered with the Department of State through our subsidiary Premier Passports LLC for expedited passports.”); HelloGov Passport Services, <https://www.hellogov.com/services/passports> (“HelloGov AI, Inc. is a U.S. Department of State-registered passport expeditor...”); Rushed Passport, <https://rushedpassport.com/> (“Expedited Passports . . . #1 most trusted online Passport Courier Service.”); Passport Nation, <https://passportnation.com/> (“We Provide Passport and Visa Expediting Services”); U.S. Passport Express – About Us, <https://www.uspassportexpressinc.com/about-us/> (“Authorized Expeditor of the U.S. Department of State”); Express Passport – About Us, <https://www.expresspassport.com/about-us/> (“In as little as 24 hours from the time we receive your documents, you can have your expedited passport in hand.”)

⁴⁷ U.S. Dep't of State – Using a Passport Courier, <https://travel.state.gov/en/passports/apply/get-fast/courier-company.html> (“Courier companies, or ‘passport expeditors,’ are private firms. They charge extra fees and some are registered to submit applications and pick up passports for customers. . . . Courier and expeditor companies do not operate as a part of the U.S. Department of State.”). The URL also suggests they can obtain passports quickly.

⁴⁸ Nov. 24, 2025 Comment on U.S. Dep't of State Proposed Rule on Passport; Procedures for Passport Couriers, <https://www.regulations.gov/comment/DOS-2025-0170-0045>.

⁴⁹ July 1, 2026 Review on Trustpilot regarding Passports and Visas.com, <https://www.trustpilot.com/reviews/6a454634454877fffac55dfe>.

⁵⁰ Mar. 13, 2026 Complaint on BBB’s Expedited Travel Business Profile, <https://www.bbb.org/us/fl/west-palm-beach/profile/passports-and-visas/expedited-travel-holdings-llc-0633-35000545/customer-reviews>.

⁵¹ May 5, 2026 Complaint on BBB’s PassportsAndVisas.com Business Profile, <https://www.bbb.org/us/co/cherry-hills/profile/passports-and-visas/passportsandvisascom-1296-90273786/complaints>.

⁵² March 5, 2026 Review on Trustpilot regarding Thepassportoffice, <https://www.trustpilot.com/reviews/69aa31e6693bfdbdd0fe17ee>.

⁵³ Feb. 17, 2026 Review on Trustpilot regarding Passports and Visas.com, <https://www.trustpilot.com/reviews/6994fa3402362dec9feb36a>.

⁵⁴ July 13, 2021 Review on Trustpilot regarding Express Passport, <https://www.trustpilot.com/reviews/60edb183f9f48703308285e2>.

⁵⁵ Sept. 22, 2025 Complaint on BBB’s PassportsAndVisas.com Business Profile, <https://www.bbb.org/us/co/cherry-hills/profile/passports-and-visas/passportsandvisascom-1296-90273786/complaints?page=2>.

⁵⁶ See Fed. Trade Comm’n Trade Regulation Rule on Unfair or Deceptive Fees, 90 Fed. Reg. 2066, 2067 (Jan. 10, 2025) (codified at 16 C.F.R. pt. 464) (describing drip pricing as “[q]uoting a misleading, artificially low price and then adding in mandatory fees and other charges throughout the buying process”). See also *A Conference on The Economics of Drip Pricing*, Fed. Trade Comm’n Bureau of Economics (May 21, 2012), <https://www.ftc.gov/news-events/events/2012/05/economics-drip-pricing>.

⁵⁷ 90 Fed. Reg. at 2073 (explaining that “[p]artitioned pricing consists of dividing a price into multiple components without ever disclosing the total and leaving consumers to figure out the true total price on their own”); Vicki G. Morwitz, Eric A. Greenleaf & Eric J. Johnson, *Divide and Prosper: Consumers’ Reactions to Partitioned Prices*, 35 J. Marketing Rsch. 453 (1998), https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1423970 (originating the term “partitioned pricing” and finding that consumers presented with a base price plus separate surcharges recall a lower total cost, and demand more, than consumers shown a single all-inclusive price).

⁵⁸ 90 Fed. Reg. at 2078–80 (concluding that drip and partitioned pricing cause substantial, unavoidable consumer injury not outweighed by any countervailing benefit, and citing behavioral research showing consumers underestimate total price and incur higher search costs when full price is not disclosed upfront).

⁵⁹ See, e.g., Eric Greenleaf et al., *The Price Does Not Include Additional Taxes, Fees, and Surcharges: A Review of Research on Partitioned Pricing*, 26 J. Consumer Psych. 105, 116 (2016), <https://marketing.wharton.upenn.edu/wp-content/uploads/2024/05/Morwitz-Vicki-Wroe-Alderson-PAPER-JCP-2016.pdf> (“Consumers may use anchoring and adjustment, anchor on the base price, and then insufficiently adjust upward in response to the additional surcharge information, resulting in an underestimated total price. The temporal order of price presentation in [partition pricing], where base prices are typically presented first and surcharges later, may lead consumers to anchor on base prices.... Such anchoring biases where consumers favor the first piece of information encountered, have been identified in other areas of decision making.”) (citations omitted); *Stung By Fees: How Consumers Are Harmed By Drip Pricing, And What To Do About It, Which?*, 7 (2023), <https://media.product.which.co.uk/prod/files/file/gmf39832e9-0e6f-4f39-a86f-924e47574701-drip-pricing-policy-report-october-23-v5.pdf> (“Through drip pricing, businesses take advantage of common, well-established behavioural biases. Consumers presented with drip prices are usually anchored by the first, headline price they see and struggle to adjust their decision-making to account for these additional costs. ... The [Competition and Markets Authority, the UK’s primary competition and consumer protection regulator] has stated that ‘drip pricing causes real detriment to consumers’ and that it is considered, among a range of other pricing framing practices, ‘clearly the most harmful frame for consumers in terms of

purchasing and search errors.”); Nicholas G. Rupp, *Drip Pricing and Costly Search: Evidence from the Airline Industry*, 175 *Transp. Pol’y* 1, 2 (2026), <https://www.sciencedirect.com/science/article/pii/S0967070X2500438X> (“Price obfuscation prevents consumers from comparison-shopping, hence it raises search costs, and leads to higher prices for consumers.”); George J. Stigler, *The Economics of Information*, 69 *J. Pol. Econ.* 213, 223 (1961), <https://home.uchicago.edu/~vlima/courses/econ200/spring01/stigler.pdf> (“The cost of search is a cost of purchase, and consumption will therefore be smaller, the greater the dispersion of prices and the greater the optimum amount of search”); Gregory Crawford et al., *Consumer Protection for Online Markets and Large Digital Platforms*, 40 *Yale J. on Regul.* 875, 883-84 (2023), <https://openyls.law.yale.edu/server/api/core/bitstreams/2c00e907-1101-4749-bbdf-da8bb5b01cf1/content> (“firms that do not offer the best deal in the marketplace have a heightened incentive to make product comparisons hard and generate consumer confusion. The inability of consumers to compare products can be a source of profits and oligopoly power, even when there are several suppliers. And when markets become more competitive, firms can have incentives (unilateral or shared) to make product comparisons difficult, or otherwise obfuscate, in order to avoid the resulting downward pressure on profit margins. Consumer protection that makes it harder to obfuscate can thus increase the competitiveness of the marketplace to the benefit of consumers.”) (citations omitted).

⁶⁰ CIBT Visas Passport Order Form, https://cibtvisas.com/passport-order?passport_type=RN. Selecting the “Best Value” 3-6 day passport service, advertised as \$499, then leads applicants to a virtual shopping cart, which, for the first time, lists \$190 in “Government Agency Fees” and \$45 in “Passport Replacement Coverage.”

The screenshot shows the CIBTvisas website interface. At the top, it says "Satisfaction Guaranteed." with a subtext "CIBT will refund your service fee if you're not completely satisfied. **". Below this, there's a "Passport type needed" dropdown menu set to "Passport Renewal". To the right, there's a "Your Cart" section with a table of fees:

Your Cart	
CIBTvisas Service Fees	\$499.00
Government Agency Fees	\$190.00
Passport Replacement Coverage	\$45.00
Fees Summary:	\$734.00

Below the dropdown menu, there's a "Step 1 Tell us about your trip" section with a "Travel Date" field set to "July 29, 2026". At the bottom, there's a checkbox labeled "I don't have a planned travel date".

CIBT explains in a pop-up if applicants hover over “Passport Replacement Coverage” that the fee is optional but recommended.

The screenshot shows a pop-up window over the shopping cart. The pop-up text reads:

Passport Replacement Coverage is optional, but recommended, insurance for the life of your passport. Should you lose your passport, CIBT will waive all processing fees and reimburse government fees to get you a new one. If you wish you opt-out of this coverage you can do so after placing your order.

Below the text, there's a table showing the fees:

Your Cart	
CIBTvisas Service Fees	\$499.00
Government Agency Fees	\$190.00
Passport Replacement Coverage	\$45.00
Fees Summary:	\$734.00

If applicants choose to move forward to payment, they then discover that this new amount does not cover the cost of shipping.

Step 3 Payment

Document Delivery Method

*Delivery Method

Payment Method

*First Name *Last Name

*Email

Continue

Passport renewal Fees Summary:

- Select One
- UPS Next Day Air - \$58.00
- FedEx Overnight - \$62.00
- FedEx First Overnight - \$96.00
- Pickup from CIBT Office - \$0.00
- FedEx Overnight - \$500 Insurance - \$70.00
- FedEx First Overnight - \$500 Insurance - \$113.00
- UPS International - \$105.00
- FedEx International - \$126.00

[Learn more about Processing Times and Service Fees](#)

The price also does not cover the cost of “Premium Service,” i.e., “step-by-step guidance from a dedicated expert to handle your Passport transaction from start to finish.”

Enhance your trip

Recommended

Premium Service

Get step-by-step guidance from a dedicated expert to handle your Passport transaction from start to finish.

\$540.00

⁶¹ Emergency Expedited Passports & Visa Expediting Services, Facebook (Jan. 20, 2026), <https://www.facebook.com/emepassports/posts/pfbid05xvkGWRUKYV9bUBuBLaMe8kHe3rKPNkLtLkffaGNs3WMprAbtVFxFunvePWyn3tol>.

⁶² Rushed Passport’s Expedited Passport Renewal Service, <https://rushedpassport.com/product/renew-passport/>.

⁶³ June 8, 2026 Review on Trustpilot regarding Rushedpassport, <https://www.trustpilot.com/users/6a270bd5dd910c81bc8705e0>.

⁶⁴ Nov. 28, 2025 Complaint on BBB’s CIBT Visas Business Profile, <https://www.bbb.org/us/dc/washington/profile/passports-and-visas/cibt-visas-0241-235987004/complaints>.

⁶⁵ Nov. 24, 2025 Complaint on BBB’s HelloGov AI Business Profile, <https://www.bbb.org/us/fl/miami/profile/passports-and-visas/hellogov-ai-inc-0633-92038079/complaints>.

⁶⁶ Mar. 13, 2025 Complaint on BBB’s CIBT Visas Business Profile, <https://www.bbb.org/us/dc/washington/profile/passports-and-visas/cibt-visas-0241-235987004/complaints>.

⁶⁷ Feb. 4, 2026 Complaint on BBB’s HelloGov AI Business Profile, <https://www.bbb.org/us/fl/miami/profile/passports-and-visas/hellogov-ai-inc-0633-92038079/complaints>.

⁶⁸ Jan. 27, 2026 Complaint on BBB’s HelloGov AI Business Profile, <https://www.bbb.org/us/fl/miami/profile/passports-and-visas/hellogov-ai-inc-0633-92038079/complaints>.

⁶⁹ Feb. 3, 2026 Complaint on BBB’s HelloGov AI Business Profile, <https://www.bbb.org/us/fl/miami/profile/passports-and-visas/hellogov-ai-inc-0633-92038079/complaints>.

⁷⁰ Nov. 18, 2025 Complaint on BBB’s HelloGov AI Business Profile, <https://www.bbb.org/us/fl/miami/profile/passports-and-visas/hellogov-ai-inc-0633-92038079/complaints>.

⁷¹ FedEx Office’s Passport Services through RushMyPassport, <https://fedex.rushmypassport.com/>; AAA’s Expedited U.S. Passport Services through RushMyPassport, <https://www.aaa.com/vacation/expedited-passport.html>; RushMyPassport’s Offer for AARP Members, <https://memberoffer.rushmypassport.com/>. See also RushMyPassport’s Partners, <https://www.rushmypassport.com/rushmypassport-partners/>.

⁷² Staples Passport Services through HelloGov, <https://staples.hellogov.com/>; CLEAR’s Passport Services through HelloGov, <https://clear.hellogov.com/>.

⁷³ FedEx Office’s Passport Services through RushMyPassport, <https://www.office.fedex.com/default/passport-services>.

⁷⁴ AAA’s Expedited U.S. Passport Services through RushMyPassport, <https://www.aaa.com/vacation/expedited-passport.html>.

⁷⁵ Details for AAA’s “Get Your Passport Fast with AAA” Ad in Meta Ad Library, [https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=US&id=872968271929289&is_targeted_country=false&media_type=all&search_type=page&sort_data\[mode\]=total_impressions&sort_data\[direction\]=desc&view_all_page_id=468097749876314](https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=US&id=872968271929289&is_targeted_country=false&media_type=all&search_type=page&sort_data[mode]=total_impressions&sort_data[direction]=desc&view_all_page_id=468097749876314).

⁷⁶ RushMyPassport’s Offer for AARP Members, <https://memberoffer.rushmypassport.com/>.

⁷⁷ AARP Member Benefits, Facebook (Mar. 12, 2025), <https://www.facebook.com/AARPMemberBenefits/videos/1126902929116468/>.

⁷⁸ Staples Expedited Passport Services through HelloGov, <https://www.staples.com/deals/expedited-passport-services/BI3001661?cid=ps:gs:pa:nb:txt:hellogov>.

⁷⁹ CLEAR’s Passport Services through HelloGov, <https://clear.hellogov.com/>.

⁸⁰ See also, e.g., Details for HelloGov AI’s “Passport Delivered in 3 Days – Brought to You by CLEAR” Ad in Google Ads Transparency Center, <https://adstransparency.google.com/advertiser/AR01988836506797604865/creative/CR11240719146448584705?region=US&query=fedex+passport>. Of note, the involvement of a brand like CLEAR, a private, for-profit company that pays airports for the right to operate expedited identity-verification lanes, is particularly likely to compound consumer confusion, as many consumers already misunderstand CLEAR’s own relationship to the government. When a brand that consumers already associate – rightly or wrongly – with government-sanctioned airport security also promotes a passport courier, that association can transfer directly onto the courier, reinforcing the mistaken impression that the courier itself carries some form of official or governmental legitimacy. See *CLEAR vs. TSA PreCheck®: What Are the Differences?*, CLEAR Blog (Mar. 14, 2025), <https://www.clearme.com/blog/clear-vs-tsa-precheck>; Up First From NPR, *A CLEAR Path to the Front of the Line*, NPR (Aug. 31, 2025), <https://www.npr.org/transcripts/nx-s1-5522076>.

⁸¹ Feb. 3, 2026 Complaint on BBB’s HelloGov AI Business Profile, <https://www.bbb.org/us/fl/miami/profile/passports-and-visas/hellogov-ai-inc-0633-92038079/complaints>.

⁸² Complaint submitted to TINA.org. See also, e.g., August 26, 2025 complaint about RushMyPassport (“According to the US Post Office I was just at to get my passport, this business is fraudulent so buyer beware. I paid this business \$188.10 (\$209 - a AAA discount of \$20.90) to expedite a new passport application because the Post Office kept canceling my appointments. I thought this was an actual full service provider for new passports and their website says nothing about that not being the case. Not to mention, I thought I was going through AAA. But after I paid them almost \$200, it turns out all I was getting was the application for a passport with my information on it. I had to print that out and take it to the

Post Office myself. Had I known that, I wouldn't have purchased this service. But they're not very forthcoming with their information on purpose. ..."), Complaint submitted to TINA.org.

⁸³ Jan. 19, 2026 Complaint on BBB's HelloGov AI Business Profile, <https://www.bbb.org/us/fl/miami/profile/passports-and-visas/hellogov-ai-inc-0633-92038079/complaints>.

⁸⁴ Jan. 28, 2026 Complaint on BBB's HelloGov AI Business Profile, <https://www.bbb.org/us/fl/miami/profile/passports-and-visas/hellogov-ai-inc-0633-92038079/complaints>.

⁸⁵ BBB's RushMyPassport Business Profile, <https://www.bbb.org/us/ga/atlanta/profile/business-forms-and-systems/rushmypassportcom-0443-91824956>; BBB's US Passport & Visa.org Business Profile, <https://www.bbb.org/us/fl/clearwater/profile/passports-and-visas/us-passport-visaorg-0653-90458863/more-info#alert-0> 859; *BBB Warning: Travelers Beware of Deceptive Passport and Visa Website*, BBB (June 6, 2025), <https://www.bbb.org/article/warnings/31980-bbb-warns-travelers-of-deceptive-passport-and-visa-website>; BBB's US Passport Online Business Profile, <https://www.bbb.org/us/fl/palm-beach-gardens/profile/passports-and-visas/us-passport-online-llc-0633-92016421/more-info#info-cqh2h2w7>; BBB's My Passport Center Business Profile, <https://www.bbb.org/us/nm/albuquerque/profile/legal-forms/my-passport-center-0806-99186602>; BBB's HelloGov AI Business Profile, https://truthinadvertising.org/wp-content/uploads/2026/08/HelloGov_BBB_alert-scaled.png (Note that the BBB has recently changed its profile for HelloGov, though it still shows having received 393 consumer complaints just within the last three years. See BBB's HelloGov AI Business Profile, <https://www.bbb.org/us/fl/miami/profile/passports-and-visas/hellogov-ai-inc-0633-92038079>).

In May 2026, TINA.org requested from the FTC by way of a FOIA request the total number of consumer complaints it has received across all passport couriers registered with the Department but, to date, has not received this information.

⁸⁶ Feb. 2, 2026 Complaint on BBB's United Passport Business Profile, <https://www.bbb.org/us/ca/pacoima/profile/passports-and-visas/united-passport-llc-1216-1000055087/customer-reviews>.

⁸⁷ Dec. 10, 2025 Complaint on BBB's HelloGov AI Business Profile, <https://www.bbb.org/us/fl/miami/profile/passports-and-visas/hellogov-ai-inc-0633-92038079/complaints>.

⁸⁸ Complaint to FTC, obtained by TINA.org via FOIA request.

⁸⁹ Aug. 29, 2025 Complaint on BBB's GovPlus Business Profile, <https://www.bbb.org/us/pr/san-juan/profile/legal-document-help/govplus-0633-90608003/complaints?page=24>.

⁹⁰ Complaint to FTC, obtained by TINA.org via FOIA request.

⁹¹ Complaint to FTC, obtained by TINA.org via FOIA request.

⁹² Jan. 4, 2025 Review on Trustpilot regarding HelloGov, <https://www.trustpilot.com/reviews/67791flae94f9b6f09131d5f>.

⁹³ Mar. 22, 2025 Complaint on BBB's Expedited Travel Business Profile, <https://www.bbb.org/us/fl/west-palm-beach/profile/passports-and-visas/expedited-travel-holdings-llc-0633-35000545/customer-reviews?page=2>.

⁹⁴ Apr. 8, 2026 Review on Trustpilot regarding Rush My Passport, <https://www.trustpilot.com/reviews/69f27eb1173613e7e2ff6287>.

⁹⁵ See, e.g., Cal. Civ. Code 1770(a)(29) (2026) (generally prohibiting advertising a price that does not include all mandatory fees or charges); Colo. Rev. Stat. 6-1-737 (2026) (requiring that advertised prices

display a single “total price” inclusive of all mandatory fees other than government charges); Mass. Code Regs. 38.00 et seq. (2025) (requiring clear and conspicuous disclosure of the total price, inclusive of all mandatory fees, at the initial presentation of pricing to consumers); Minn. Stat. 325D.44 et seq. (2025) (deeming it a deceptive trade practice to advertise a price that does not include all mandatory fees or surcharges); Va. Code Ann. 59.1-607 et seq. (2025) (requiring clear and conspicuous disclosure of a total price inclusive of all mandatory fees or surcharges, subject to exceptions for taxes and reasonable shipping).

⁹⁶ *See, e.g.*, 16 C.F.R. Part 464 (FTC Rule on Unfair or Deceptive Fees, requiring upfront disclosure of total price inclusive of all mandatory government and business fees for live-event tickets and short-term lodging); 14 C.F.R. § 399.84 (Department of Transportation full-fare advertising rule, requiring that advertised airfares include all mandatory government-imposed taxes and fees); 16 C.F.R. Part 453 (FTC Funeral Rule, requiring price disclosure at the outset of any discussion of arrangements, before the consumer commits to any purchase).