



BBB Statement on FTC Settlements and BBB Ratings

Council of Better Business Bureaus

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BBB shares the FTC's mission to protect consumers from deceptive advertising and other substandard marketplace behavior. We provide a data feed to *FTC Consumer Sentinel* with information on complaints and scam reports, we refer cases of corporate malfeasance, and we assist with investigations. BBB is proud to be regularly recognized by the FTC for our contributions to their efforts.

BBB reports on government actions against individual companies in our BBB Business Profiles, which are available to consumers for free at BBB.org. Companies lose points in their rating for each legal action brought by a government agency involving marketplace practices (up to 41 points in the most egregious cases... an automatic F). Companies can also lose points for questionable advertising claims challenged by BBB, even without any action by a government agency. Every one of our 5.3 million BBB Business Profiles explains why a company has the rating that it does and links to an overview of the [BBB ratings system](#) with detailed explanation of the points and what they mean.

Because Truth-in-Advertising refused to provide BBB with a list of the ratings in question, we cannot address the specifics of the issues raised in this article. We offered to explain the ratings system in detail to the reporter but were turned down.