

PODHURST / ORSECK

Aaron S. Podhurst
Steven C. Marks
Peter Prieto
Stephen F. Rosenthal
Ricardo M. Martinez-Cid
Ramon A. Rasco
Lea P. Bucciero
Matthew P. Weinshall
Kristina M. Infante
Pablo Rojas
Christina H. Martinez
Zachary S. Gorwitz
Jacob J. Koffksy

Robert Orseck (1934-1978)
Walter H. Beckham, Jr. (1920-2011)
Joel D. Eaton (1943-2024)
Robert C. Josefsberg (1938-2025)

Karen Podhurst Dern
Of Counsel

September 7, 2026

VIA E-MAIL AND OVERNIGHT MAIL

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.
P.O. Box 927
Madison, CT 06443

Re: Truth in Advertising Allegations Regarding Registered Passport Couriers

Dear Ms. Smith,

We represent HelloGov AI, Inc. (“HelloGov”) and its subsidiary, Document Advisor, Inc., d/b/a iVisa (“iVisa”), on regulatory and business matters. This letter is further to our email correspondence to you of Friday, September 4, 2026, which was sent in response to your letter of same date. You sent the letter on Friday to over 120 companies, listed at the link provided in footnote 1 of your letter, and you also sent it to 10 “Third Party Partners,” including CLEAR and Staples, HelloGov’s third party partners. We take the allegations in your letter very seriously.

As you know, the dissemination and publication of your allegations can be extremely damaging and prejudicial to our business and to our partnerships. We ask that you proceed cautiously before doing so and allow us to educate you on our industry. Your letter belies a lack of understanding, which we would like to correct, lest serious harm is inflicted upon undeserving businesses like HelloGov. Insofar as

the allegations in your letter directed at HelloGov, we strongly dispute and deny them. Below we address each of the allegations in turn.

1. Claims of Affiliation with or Endorsement by the Federal Government

Categorically, HelloGov has never and does not now claim to be affiliated with or endorsed by the federal government. Immediately upon arriving at the hellogov.com landing page, before having to scroll down, smack in the center of the page and in large font, HelloGov discloses:

HelloGov AI, Inc. is a private company registered with the U.S. Department of State as a hand-carry passport courier. Government Fee not included.¹

This disclosure is *factual* and not deceptive in any way. This disclosure is repeated, very prominently, throughout HelloGov's website. HelloGov is not trying to hide the ball here. It is making the exact same disclosures the State Department makes (*see* no. 2 below), and it is doing so more visibly, throughout the entire customer experience, including in areas where the customer has to accept and acknowledge. In short, there is nothing deceptive or misleading in HelloGov's disclosures, and we would like specifics on what TINA believes HelloGov is doing wrong.

2. Claims about the Speed with which Couriers can Obtain or "Expedite" Passports

TINA also appears to misunderstand how the federal government's hand carry program operates. The State Department administers a formal program for registered couriers, with different procedures and processing schedules at the various regional passport agencies. The State Department, in other words, delegates procedures and processing times to its agencies. Depending on the agency, for example, hand carried applications can currently be processed anywhere from same day in New York, to approximately three days in San Francisco and five days in Washington, D.C. Timeframes vary by agency. The State Department's own procedures, as set forth in the enclosed Handbook, contemplate differing service categories, including same day, next day and three-day processing.

¹ See <https://www.hellogov.com/>

These passport agency-specific operational distinctions are familiar to registered couriers because they regularly interact with the regional agencies, but they are not readily apparent from the State Department's publicly available information. Accordingly, a reference to the timeframe associated with a legitimate courier service is not, standing alone, evidence of deception. The appropriate inquiry is whether the stated timeframe accurately describes the service being offered and whether the provider clearly discloses its private status, the nature of its service and applicable government fees.

Categorically, HelloGov has never and does not now claim that it can cause the State Department to process a passport faster than a citizen who is able to obtain an urgent appointment and apply directly at a passport agency. However, there are a limited number of regional passport agencies across the country, and they are geographically distant for millions of citizens. In-person application, therefore, is simply not a practical or available option to everyone. The federal government created this business to address this very issue. The hand carry program exists to allow registered companies to transport applications to regional passport agencies on behalf of customers, and the State Department specifically recognizes and regulates that service.

Lastly, the State Department itself refers to courier companies as "passport expeditors."² Of course, the State Department also states that registered courier companies are "private companies," and that couriers will not get passports processed faster than citizens can do on their own. *Id.* But the most important disclosure is that they "are registered to submit applications and pick up passports for customers." *Id.* The courier program is in fact federally sanctioned. The courier program serves an important purpose and helps citizens, and far from wanting to end it, the federal government wants to expand it.³

3. Deceptive Pricing Practices regarding Government Fees or Other Charges

² See <https://travel.state.gov/en/passports/apply/get-fast/courier-company.html>

³ See Pub. L. 118-159, § 7507(b)(1)(A)-(C) (codified as a note to 22 U.S.C §213) (2024) (seeking to increase the number of certified hand-carry courier companies, seeking to increase their "meeting slots" at regional passport agencies and seeking to "increase citizen awareness" of registered courier companies by including contact information "in the form of a weblink" on the State Department's website).

As noted in number 1 above, HelloGov discloses that government fees are not included immediately and prominently on its landing page and throughout its website and throughout the customer experience. The same is true for the sites maintained with CLEAR and Staples, which are HelloGov sites. The minute a customer starts the application, they see the prominent disclosure that “Government fee is not included.” Customers also have to accept and acknowledge that government fees are not included. Lastly, HelloGov does not have any hidden fees or “other charges.” All relevant pricing information is prominently displayed and disclosed at all times to the customer. While there have been complaints on this issue throughout the industry, in HelloGov’s case at least, it is because those customers have failed to read or understand the very disclosures – prominently displayed, in large font, at center of page – to which they have actively acknowledged and agreed.

4. Misleading Advertising Amplified by Third Party Partners

HelloGov’s partners work with HelloGov because they have thoroughly vetted the advertising and disclosures made by our company, and they have concluded based on our own diligence that HelloGov is fully compliant and legitimate in all respects. CLEAR and Staples are nationally recognized brands. They conduct extensive due diligence, as well as regular and ongoing compliance checks, and they do not partner with just anyone. In addition to the

We respectfully disagree with TINA’s broad characterization of the registered courier industry. In our experience, most registered couriers are legitimate businesses providing a valuable service to citizens. The industry has, however, been plagued by impersonators and other providers using names and websites similar to registered couriers. Indeed, HelloGov has identified that TINA’s list contains at least nine of them. These companies refer to the State Department list of registered couriers, and then they create entities with similar names (fictitious, d/b/a or “doing business as” names) to circumvent advertising policy verifications by search engines like Google and Microsoft.

HelloGov has been loudly blowing the whistle on this registered courier impersonation problem for over a year now, repeatedly raising the issue with the State Department, Google and Microsoft and advocating for stronger verification and enforcement. I can attest to that fact since I myself have written the numerous

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letters, and we are happy to provide them subject to a confidentiality agreement.⁴ We also intend to send another letter to the State Department on this issue within the next few days, in light of TINA's recent letter and actions, which seem to target the entire industry. Our letter will outline various solutions to help reduce fraud and impersonation in the industry, including adding a weblink and contact information on the State Department website (as Congress already mandated) and publicly disclosing passport processing times for each of the State Department's regional passport agencies (since those times are not publicly available vary by agency).

Lastly, we also believe the customer complaints cited by TINA should be considered in context. HelloGov and its subsidiary iVisa serve more than one million travelers annually across more than 100 countries and have received over 75,000 Trustpilot reviews. Customer complaints represent less than 0.05% of the customers we serve. We take every complaint seriously, and we address them. But we believe that selecting a small number of negative experiences without considering the overall volume of customers served and their experiences can present an incomplete picture of HelloGov and its services.

Thank you for your time and consideration. Please do not hesitate to contact our office should you need additional information.

Sincerely,



Ramon A. Rasco

RAR: mv

Enclosures

⁴ HelloGov has sent two formal letters to the State Department on this issue on November 7, 2025, and February 3, 2026, as well as numerous formal letters to Google and Microsoft and countless emails and meetings.