

## Healthcare Co-Chair Weighs-in on FTC's Proposed Rule Targeting Deceptive Online Reviews and Endorsements

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In an interview with *McKnight's*, **Hannah Sweiss** weighs-in on the FTC's proposed rule targeting "bad actors" who post bogus online reviews and deceptive endorsements. She believes that the proposed rule is a good idea to help address the fact that a large number of people, especially older adults, have been scammed into believing deceptive online reviews and endorsements. Hannah explains that the proposed rule supports and tries to prevent deceptive online posts and notes that there has even been a recent push by private companies to try to prevent some of the fake reviews with the help of artificial intelligence.

To read the full article visit [\*McKnight's Senior Living\*](#).

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### ***Related People***



**Hannah Sweiss**  
Partner  
818.230.4255  
Email

### ***Industry Focus***

Healthcare

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Woodland Hills