

**Statement of the Federal Trade Commission<sup>1</sup>  
On the Issuance of Enforcement Principles Regarding  
“Unfair Methods of Competition” Under Section 5 of the FTC Act  
August 13, 2015**

The Federal Trade Commission was created in 1914 and vested with enforcement authority over “unfair methods of competition” under Section 5 of the FTC Act.<sup>2</sup> The Commission has issued a policy statement describing the enforcement principles that guide the exercise of our “standalone” Section 5 authority to address anticompetitive acts or practices that fall outside the scope of the Sherman and Clayton Acts.

In describing the principles and overarching analytical framework that guide the Commission’s application of Section 5, our statement affirms that Section 5 is aligned with the other antitrust laws, which have evolved over time and are guided by the goal of promoting consumer welfare and informed by economic analysis. The result of this evolution is the modern “rule of reason.”<sup>3</sup> Our statement makes clear that the Commission will rely on the accumulated knowledge and experience embedded within the “rule of reason” framework developed under the antitrust laws over the past 125 years—a framework well understood by courts, competition agencies, the business community, and practitioners. These principles also retain for the Commission the flexibility to apply its authority in a manner similar to the case-by-case development of the other antitrust laws. Finally, we confirm that the Commission will continue to rely, when sufficient and appropriate, on the Sherman and Clayton Acts as its primary enforcement tools for protecting competition and promoting consumer welfare.

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<sup>1</sup> This statement reflects the views of Chairwoman Ramirez and Commissioners Brill, Wright, and McSweeney.

<sup>2</sup> 15 U.S.C. § 45(a)(1). All references in this statement to “Section 5” relate to its prohibition of “unfair methods of competition” and not to its prohibition of “unfair or deceptive acts or practices.”

<sup>3</sup> The “rule of reason” is the cornerstone of modern antitrust analysis. As the leading treatise on antitrust law explains,

In antitrust jurisprudence, “reasonableness” sums up the judgment that behavior is consistent with the antitrust laws. A monopolist acting reasonably does not violate Sherman Act § 2. Reasonable collaboration among competitors does not violate Sherman Act § 1. Although reasonableness is usually judged case by case, it is sometimes made for a class of conduct, such as price fixing, which is then said to be intrinsically or “per se” unlawful. Thus, per se rules also derive from judgments about reasonableness, albeit for a type of behavior rather than for a particular case. Even under the Clayton Act, where decisions about tying, exclusive dealing, and mergers are seldom phrased in reasonableness terms, the application of those statutes depends on the same elements that define “reasonableness.”

VII PHILLIP E. AREEDA & HERBERT HOVENKAMP, ANTITRUST LAW ¶ 1500 (3d ed. 2010).

There has been much thoughtful dialogue inside and outside of the agency over the course of the last century about the precise contours of Section 5's prohibition against unfair methods of competition.<sup>4</sup> We have benefited greatly from this ongoing dialogue and from judicial insights through the process of judicial review, and we believe that the principles we have set forth in our Section 5 statement are ones on which there is broad consensus.<sup>5</sup>

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<sup>4</sup> See Public Workshop Concerning the Prohibition of Unfair Methods of Competition in Section 5 of the Federal Trade Commission Act, 73 Fed. Reg. 50,818 (Aug. 28, 2008), available at <http://www.gpo.gov/fdsys/pkg/FR-2008-08-28/pdf/E8-20008.pdf> and at [https://www.ftc.gov/sites/default/files/documents/public\\_events/section-5-ftc-act-competition-statute/p083900section5.pdf](https://www.ftc.gov/sites/default/files/documents/public_events/section-5-ftc-act-competition-statute/p083900section5.pdf); *Section 5 of the FTC Act as a Competition Statute*, FED. TRADE COMM'N (Oct. 17, 2008), <https://www.ftc.gov/news-events/events-calendar/2008/10/section-5-ftc-act-competition-statute>.

<sup>5</sup> Like the Commission's policy statements on unfairness and deception, no public comment was sought here. The purpose of each of these policy statements is similar, which is to provide the Commission's view on how it approaches the use of its statutory authority. See FTC Policy Statement on Unfairness, Letter from the Federal Trade Commission to Senator Wendell H. Ford, Chairman, Consumer Subcommittee, Senate Committee on Commerce, Science, and Transportation, and Senator John C. Danforth, Ranking Minority Member, Consumer Subcommittee, Senate Committee on Commerce, Science, and Transportation (Dec. 17, 1980), *appended to Int'l Harvester Co.*, 104 F.T.C. 949, 1070 (1984), and available at <https://www.ftc.gov/public-statements/1980/12/ftc-policy-statement-unfairness>; FTC Policy Statement on Deception, Letter from James C. Miller III, Chairman, Federal Trade Commission, to Representative John D. Dingell, Chairman, House Committee on Energy and Commerce (Oct. 14, 1983), *appended to Cliff Assocs., Inc.*, 103 F.T.C. 110, 174 (1984), and available at <https://www.ftc.gov/public-statements/1983/10/ftc-policy-statement-deception>.