



United States of America
FEDERAL TRADE COMMISSION
600 Pennsylvania Avenue, NW
Washington, DC 20580

Division of Advertising Practices
Bureau of Consumer Protection

Mary K. Engle
Associate Director

June 24, 2013

[Name and Address]

Dear [Name]:

As you may know, in 2002, the staff of the Federal Trade Commission's Bureau of Consumer Protection provided guidance to search engines on distinguishing advertising from natural results, in order to prevent consumers from being deceived in violation of Section 5 of the FTC Act. The enclosed letter updates that guidance. Some or all aspects of this letter may apply to your business model. To the extent that it does, please review your websites and other methods of displaying search results and make any applicable and necessary adjustments to ensure that you clearly and prominently distinguish any form of advertising from natural search results or otherwise make clear if search results are based at least in part on payment by a third party.

We appreciate your cooperation in ensuring your business practices conform to the guidance provided in the enclosed letter. We recognize that specialized search business models are constantly evolving, and we will continue to monitor this area. Please contact Commission staff with any questions you may have about this letter.

Very truly yours,

Mary K. Engle
Associate Director for Advertising Practices

Encl.