

**Remarks of Chairwoman Edith Ramirez Introducing President Obama
Federal Trade Commission
Washington, D.C.
January 12, 2015**

We are truly honored to welcome President Obama to the Federal Trade Commission. I hope the President's visit here today means he's gotten over the hard feelings from the time I dunked on him back in law school. I know, I know, next time no hanging on the rim.

It has been quite a year for the FTC. We have just celebrated the agency's centennial anniversary and marveled at how our unique, bipartisan Commission has stood the test of time. One of the hallmarks of the agency is our first-rate staff whose expertise and commitment to public service is second to none. President Obama's presence here today underscores the continued importance of their work and the FTC's dual consumer protection and competition missions.

As part of our consumer protection mission, we address a broad array of issues. Whether it's combatting deceptive advertising or financial fraud, or maintaining the national Do Not Call program, we work hard to safeguard consumer rights. And we do so for both the brick-and-mortar and rapidly evolving digital worlds.

This is particularly true when it comes to consumer privacy – one of the FTC's top priorities. We provide ID theft guidance to educate consumers on how to prevent the loss of personal information; require companies to implement reasonable security to keep consumer data from falling into the wrong hands; ensure that consumers' credit information is accurate and used only for permissible purposes; require companies to keep the promises they make; and protect against unfair privacy intrusions. And our work on children's privacy helps guard the personal information of those too young to protect themselves.

We have taken these important steps with the invaluable support of President Obama and worked closely with the Administration on a number of key privacy initiatives, including efforts to implement recommendations in the White House Privacy Blueprint and Big Data report. I am delighted to have the opportunity today to highlight our shared commitment to consumer privacy. Mr. President, thank you for your dedication, your visionary leadership, and your unwavering commitment to protecting American consumers.

Please join me in giving a warm welcome to President Obama.