

Serving Communities of Color and Older Adults

Rosario Mendez and Rhonda Perkins

Federal Trade Commission

May 3, 2022



FEDERAL TRADE
COMMISSION



Overview

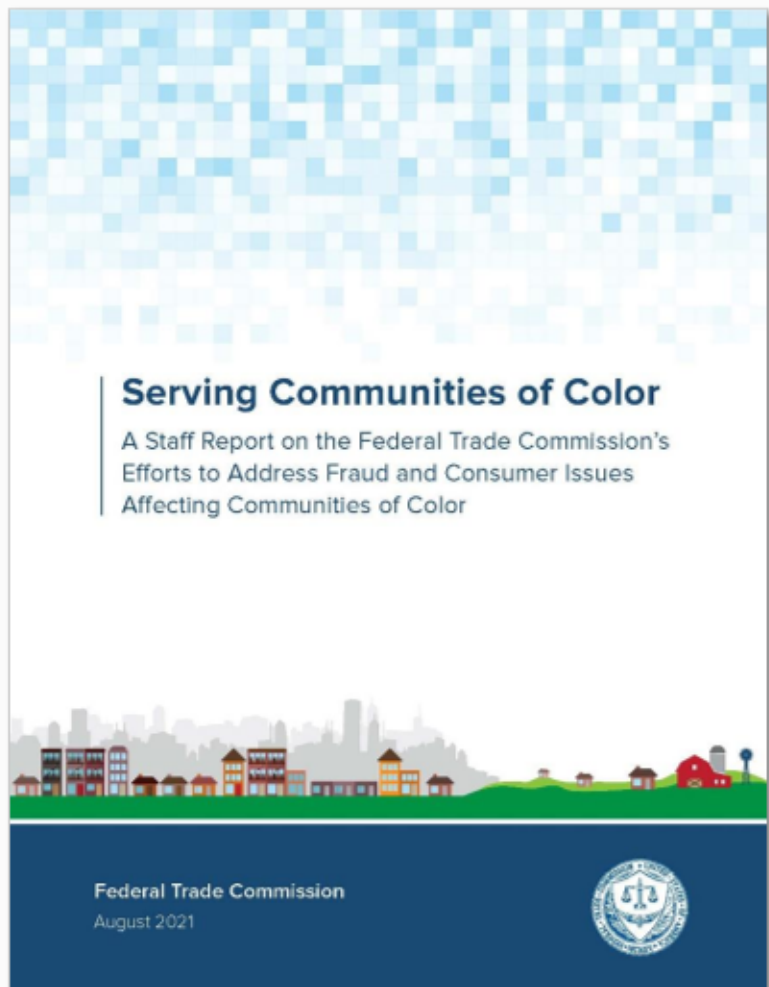


- Background
- Law Enforcement Actions
- New FTC Research
- Resources
- Working Together



Serving Communities of Color

An FTC Staff Report



Find the report at

[ftc.gov](https://www.ftc.gov)



FTC Cases Impacting Communities of Color

- Auto buying
- For-profit colleges
- Prepaid cards
- Government impersonators
- Money-making opportunities
- Student debt relief





FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

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ABOUT THE FTC | NEWS & EVENTS | ENFORCEMENT | POLICY | TIPS & ADVICE

Home » Tips & Advice » Business Center » Business Blog » FTC says Bronx Honda discriminated against African-American and Hispanic consumers

FTC says Bronx Honda discriminated against African-American and Hispanic consumers

By: Lesley Fair | May 27, 2020 12:55PM

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TAGS: [Automobiles](#) | [Bureau of Consumer Protection](#) | [Consumer Protection](#) | [Advertising and Marketing](#) | [Advertising and Marketing Basics](#) | [Credit and Finance](#) | [Credit and Loans](#)

The FTC's complaint against Bronx Honda alleges the company jacked up what consumers had to pay by fabricating fees, inflating charges, and sneaking in stealth add-ons. The lawsuit also alleges the defendants discriminated against African-American and Hispanic consumers by charging them higher financing markups and fees, in violation of the [Equal Credit Opportunity Act](#) and Reg B. The \$1.5 million proposed settlement, which requires the company to implement a fair lending program that safeguards against discrimination, should serve as a reminder to other businesses that may be overdue for an ECOA compliance check.

The FTC says the company's deceptive advertising claims were just the start. According to the complaint, Bronx Honda advertised some vehicles with a "Was" price and a lower "Now" price. But in many instances, sales reps told

6C - AL DÍA EDICIÓN DE FIN DE SEMANA 9/10/2016

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Con La mejores ofertas del Metroplex!

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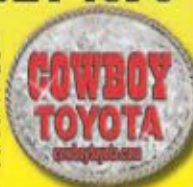
Financiamos

Aceptamos Tax ID

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DALLAS, TX 75228

866-521-1870

*Pictures for illustration purposes only. All prices plus tax. MSRP. License and \$100 doc fee. Lease payments are calculated using TFS Tier 1a rate, \$0 security deposit (refund), and no mileage restriction of 12,000 miles per year. Payments are subject to change with TFS notice of rate change. Based on Model number, and MSRP, including delivery, processing & handling, and NET CAPITALIZED COST, excludes official fees, taxes and dealer charges. LEASE END PURCHASE OPTION, including tax, MSRP, license and \$100 doc fee. Customers responsible for deposit fee of \$250 (the less if required by state law), and excess wear & tear and .25 cents per mile over 12,000 miles per year. NOT ALL CUSTOMERS WILL QUALIFY. Payments are calculated using TFS tier 1a rate. Other financing programs are higher. Monthly payments may vary depending on final price of vehicle and customer qualifications. Special financing available for a limited time to qualified buyers through Toyota Financial Services and participating Toyota dealers. Toyota Financial Services is a service mark of Toyota Motor Corporation. \$250 Mail-in rebate gift card with purchase while supplies last to be provided by Cowboy Toyota. Offer may not be combined with other offers. Offers available in AR, LA, MS, OK and TX only. Offers valid through 10-31-16.





ABOUT THE FTC

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Home » News & Events » Press Releases » FTC, State Law Enforcement Partners Announce Nationwide Crackdown on Student Loan Debt Relief Scams

FTC, State Law Enforcement Partners Announce Nationwide Crackdown on Student Loan Debt Relief Scams

October 13, 2017

Scammers made false promises and charged illegal upfront fees of more than \$95 million

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FOR RELEASE

TAGS: [deceptive/misleading conduct](#) | [Bureau of Consumer Protection](#) | [Midwest Region](#) | [Northwest Region](#) | [Southeast Region](#) | [Southwest Region](#) | [Consumer Protection](#) | [Advertising and Marketing](#) | [Online Advertising and Marketing](#) | [Credit and Finance](#) | [Debt](#) | [Debt Relief](#) | [Education](#)

The Federal Trade Commission, along with 11 states and the District of Columbia, today announced "Operation Game of Loans," the first coordinated federal-state law enforcement initiative targeting deceptive student loan debt relief scams. This nationwide crackdown encompasses 36 actions by the FTC and state attorneys general against scammers alleged to have used deception and false promises of relief to take more than \$95 million in illegal upfront fees from American consumers over a number of years.



Student loan debt affects more than 42 million Americans and, with outstanding balances of more


**FTC
Settlement
with University
of Phoenix**

Source:
Federal Trade Commission | [FTC.gov](#)



**\$191 million
judgment:**



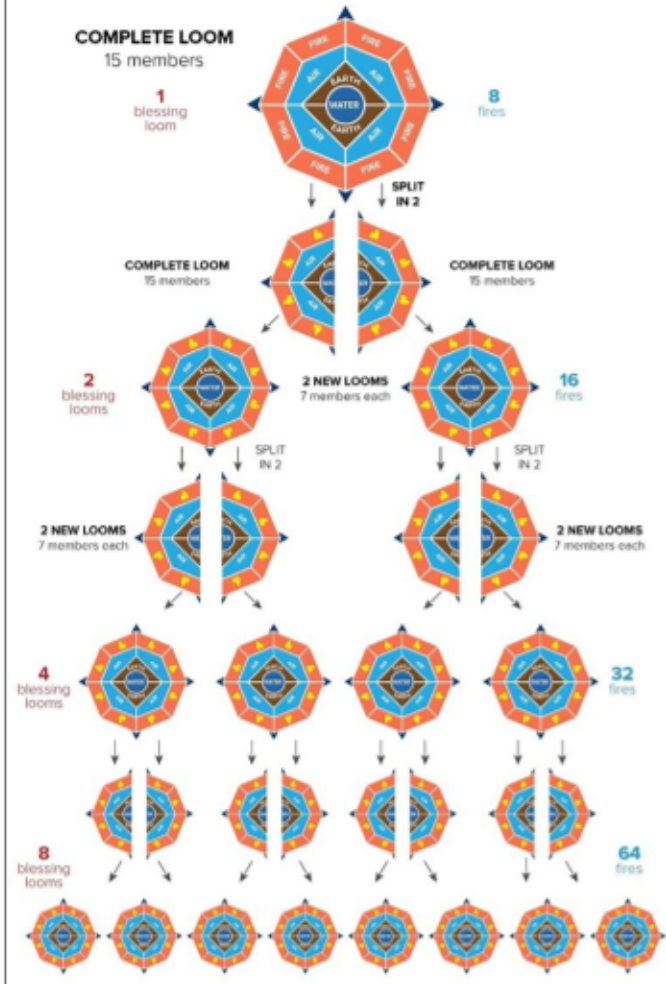
\$50 million
In consumer refunds



\$141 million
In debt forgiveness



The Operation of BINT's Blessing Looms



Usted tambien gane mucho Dinero

Llamo

212 NYC

Club Moda y Perfume: 151 S. 9th St. Unit A La Puente Ca. 91746. Esta membresia no garantiza empleo o arreglo economico. Los resultados pueden variar, dependiendo en cada persona. El precio de la membresia es de \$199.00 mas gasto de manejo y envio

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El Club Internacional del Perfume



Other Issues Impacting Communities of Color

- Delivery and ride-hailing services
- Credit, background checks, and access to housing
- Payday lending and debt collection
- Surveillance practices and the use of artificial intelligence



Consumer Sentinel Reports

CONSUMER
SENTINEL
NETWORK
DATA BOOK 2021

SNAPSHOT

5.7
MILLION
REPORTS

TOP THREE CATEGORIES

- 1 Identity Theft
- 2 Imposter Scams
- 3 Credit Bureaus, Info Furnishers and Report Users

2.8 million fraud reports

25% reported a loss



\$5.9 billion total fraud losses | **\$500** median loss



Latino Communities

Lower reporting rates

Business opportunities and job scams

Top scam was impersonator scams

Payment methods with fewer protections



Black Communities

Top problem reported
was credit bureaus

Higher percentage of
reports about used
car sales

Affected by student
debt relief cases



Black Communities

Money-making
schemes

Payment methods
with fewer protections



Asian and Native American Communities

Bogus health products

Auto financing issues

More partnerships
with trusted sources
needed



Protecting Older Consumers

An FTC Report

Protecting Older Consumers 2020–2021

A Report of the
Federal Trade Commission

Federal Trade Commission
October 18, 2021



Find the report at

[ftc.gov](https://www.ftc.gov)



FTC Cases Affecting Older Adults

- Money-Making Opportunities
- Deceptive TV Antenna Marketing
- Unsubstantiated Health Claims
- COVID-Related Products



Older Adults

Stem cell therapy

CBD products

Investment Schemes



Benefits from CBD for Seniors


by cbdmedicines | Dec 4, 2018 | Latest News | 0 comments



Getting old doesn't automatically mean handfuls of pills daily. New research on the effects of Cannabidiol (CBD) on the elderly population is emerging and shows a promising future in the use of CBD oil to manage the effects of aging.

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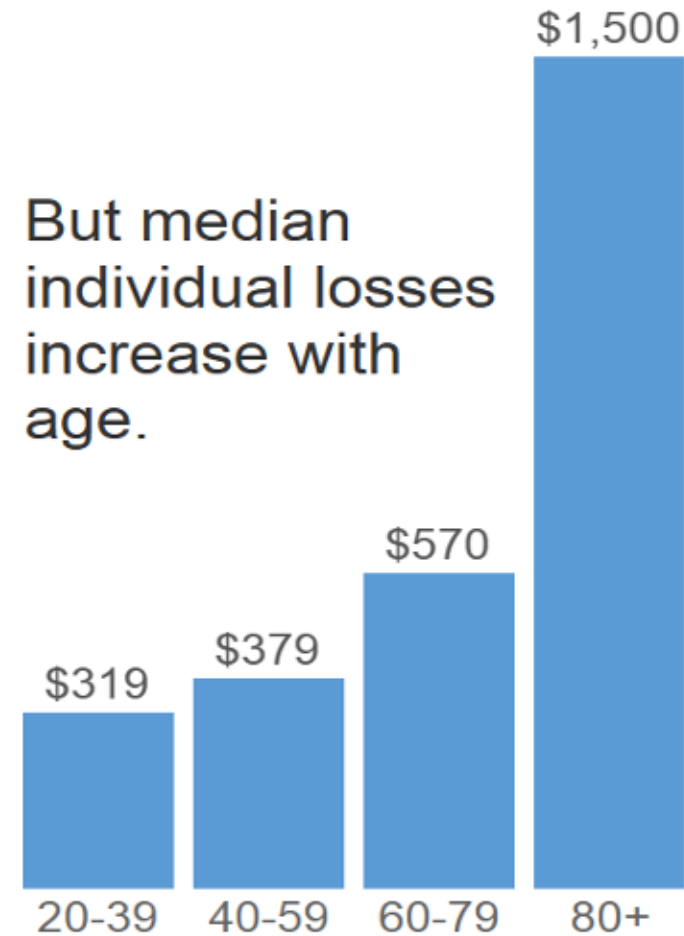
\$40,000
IN A
SINGLE TRADE

Results not typical your results will vary.
Investing in the markets may lead to loss of your money.



Older Adults

Millennials are **34% more likely** than people 40+ to report losing money to fraud.



Figures based on 1/2019 – 6/2020 Sentinel data.



Older Adults

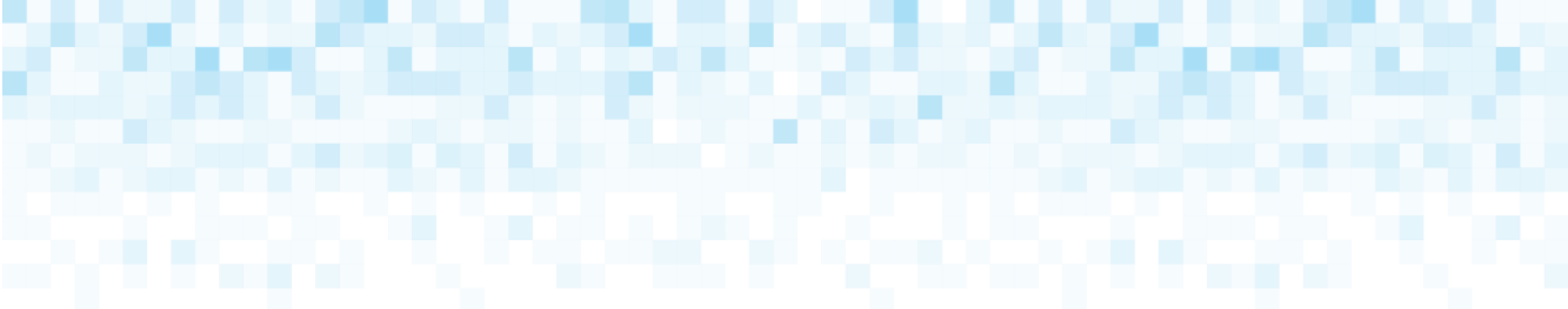
Millennials (20-39) are much *more likely* than people 40+ to report losses to . . .

- Online shopping fraud
- Jobs, investments, & business opportunities
- **Fake check scams**
- Fixes for debt-related problems

Older adults (60 and over) are much *more likely* than younger people to report losses to . . .

- **Tech support scams**
- Prize, sweepstakes, & lottery frauds
- Family\friend imposters
- Real estate and timeshare resale frauds





Resources



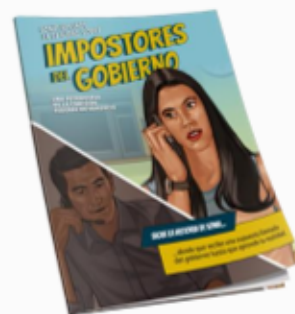
Consumer Education in Every Community



Identity Theft
Imposter Scams
Charity Fraud

ftc.gov/ *Pass it ON*

Health Care Scams
Paying Too Much
"You've Won" Scams



Free Publications

The screenshot shows the FTC website's 'Free Publications for America's Consumers' page. The header includes the FTC logo, the text 'FEDERAL TRADE COMMISSION Free Publications for America's Consumers', and navigation links for 'Contact', 'Stay Connected', 'Privacy Policy', and 'En español'. Below the header is a navigation bar with 'HOME', 'PUBLICATIONS', 'FAQ', 'FTC.gov', and 'CART', along with a search bar. The main content area is titled 'FREE PUBLICATIONS TO SHARE' and is divided into three sections: 'LANGUAGES', 'TOPICS', and 'FEATURED PUBLICATIONS'. The 'LANGUAGES' section lists English (102) and Spanish (84) with a 'View Languages' link. The 'TOPICS' section lists various categories such as Scams (77), Shopping & Advertising (33), Credit & Loans (31), Privacy & Identity (31), Online Safety & Security (12), Debt (11), Jobs & Making Money (11), Health (6), and Homes & Mortgages (2), with a 'View All Publications' link. The 'FEATURED PUBLICATIONS' section displays three featured items: 'Identity Theft - What To Know, What To Do', 'Net Cetera: Chatting with Kids About Being Online', and 'Scams and Your Small Business'. Each item includes a thumbnail image, a title, and a brief description.

FEDERAL TRADE COMMISSION
Free Publications for America's Consumers

Contact | Stay Connected | Privacy Policy | En español

HOME | PUBLICATIONS | FAQ | FTC.gov | CART

Search

FREE PUBLICATIONS TO SHARE

LANGUAGES

- English (102)
- Spanish (84)
- [View Languages >](#)

CAMPAIGNS

- Military (18)
- Immigration (6)
- Pass It On (50)
- Consumer.gov (49)
- Identity Theft (14)
- [View Campaigns >](#)

TOPICS

- Scams (77)
- Shopping & Advertising (33)
- Credit & Loans (31)
- Privacy & Identity (31)
- Online Safety & Security (12)
- Debt (11)
- Jobs & Making Money (11)
- Health (6)
- Homes & Mortgages (2)
- [View All Publications >](#)

FEATURED PUBLICATIONS [View All Publications >](#)

- Identity Theft - What To Know, What To Do**
How to recover from identity theft, using IdentityTheft.gov
- Net Cetera: Chatting with Kids About Being Online**
Tips for having a conversation about the facts of digital life
- Scams and Your Small Business**
Learn about scams that target small business and what you can do to protect your organization.

ftc.gov/bulkorder



Avoiding Scams



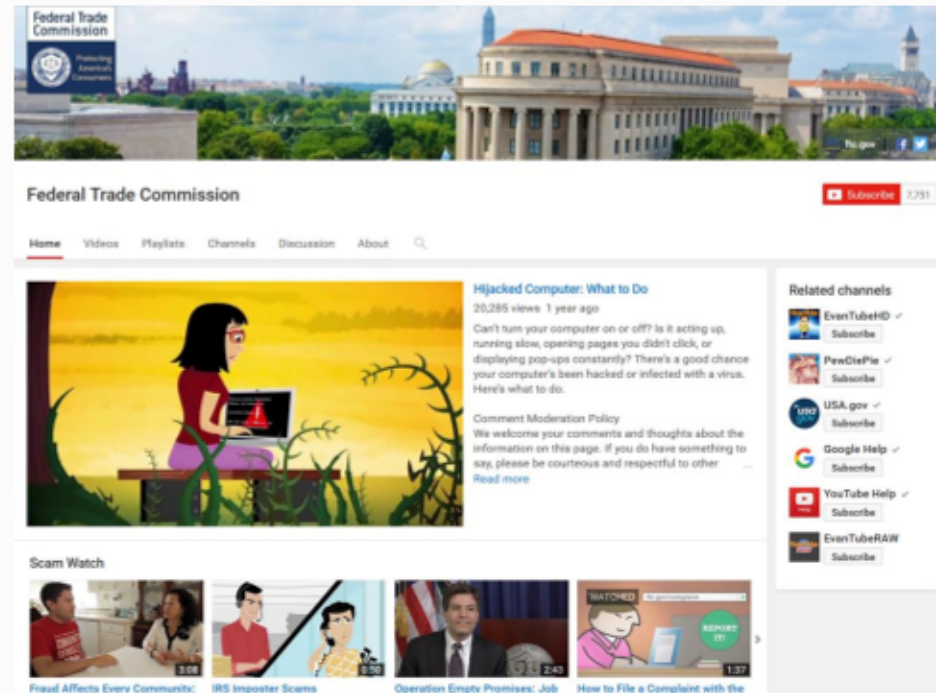
The screenshot shows the top of the FTC website. The header includes the FTC logo, the text 'FEDERAL TRADE COMMISSION Consumer Information', a search bar, and a language selector for 'ESPAÑOL'. Below the header is a navigation menu with categories: MONEY & CREDIT, HOMES & MORTGAGES, HEALTH & FITNESS, JOBS & MAKING MONEY, PRIVACY, IDENTITY & ONLINE SECURITY, SCAMS (highlighted), and BLOG VIDEO & MEDIA. The main content area shows a breadcrumb trail 'Home > Scam Alerts', a link to 'Vea esta página en español', and social media sharing options for Facebook, Twitter, and LinkedIn. The main heading is 'Avoiding and Reporting Scams'. Below this are three columns of content: 1. 'How To Avoid a Scam' with a lightbulb icon and text: 'Recognizing these common signs of a scam could help you avoid falling for one.' 2. 'What To Do if You Were Scammed' with a 'TO DO:' list icon and text: 'Find out steps you can take if you were scammed.' 3. 'Report Fraud, Scams, and Bad Business Practices' with a 'Report Now' button icon and text: 'Your complaint could help the FTC stop the scammers.'

ftc.gov/scams



Videos: [YouTube.com/ftcvideos](https://www.youtube.com/ftcvideos)

- **Grab them**
- **Post them**
- **Use them**
- **Link to them**





FEDERAL TRADE COMMISSION

IdentityTheft.gov

Log In

En Español

Report identity theft and get a recovery plan

Get Started →

or browse recovery steps

IdentityTheft.gov can help you report and recover from identity theft.

HERE'S HOW IT WORKS:



Tell us what happened.

We'll ask some questions about your situation. Tell us as much as you can.



Get a recovery plan.

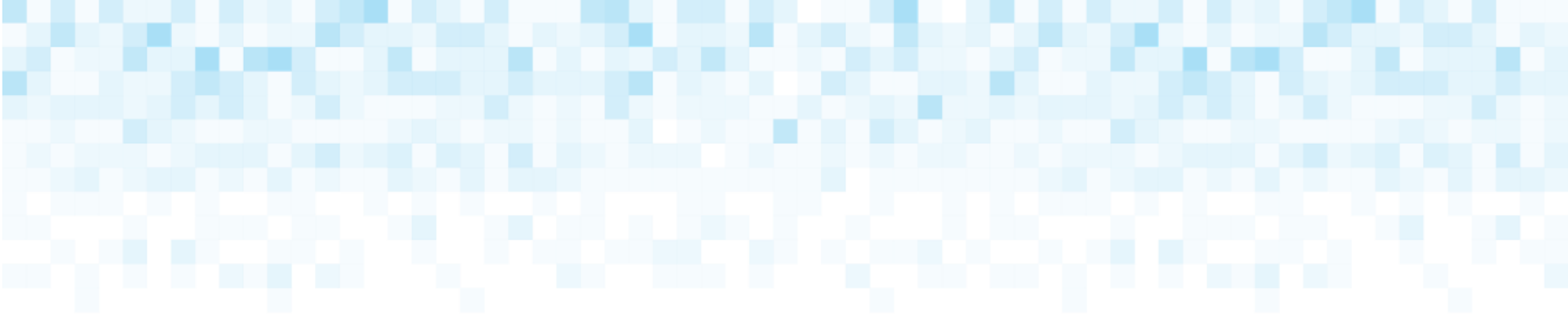
We'll use that info to create a personal recovery plan.



Put your plan into action.



If you create an account, we'll walk you through each recovery step, update your plan as needed, track your progress, and pre-fill forms and letters for you.





Working Together



- 
- 
- Sign up for Consumer Alerts:
ftc.gov/consumeralerts
 - Share on social media
 - Use our videos
 - Link to consumer.ftc.gov



Report to the FTC



FEDERAL TRADE COMMISSION
[ReportFraud.ftc.gov](https://www.ftc.gov/report-fraud)

Report Now



COMISIÓN FEDERAL DE COMERCIO
[ReporteFraude.ftc.gov](https://www.ftc.gov/report-fraud)

Presentar un reporte ahora





FEDERAL TRADE COMMISSION
[ReportFraud.ftc.gov](https://www.ftc.gov/report-fraud)

Problems with
any of these?

Report it.

[ReportFraud.ftc.gov](https://www.ftc.gov/report-fraud)



Help Stop Fraud



Your report helps us:

- Investigate and bring cases
- Share information
- Spot trends
- Alert the public



Stay Connected

- Sign up for consumer alerts: at ftc.gov/consumeralerts; ftc.gov/alertasdeconsumidor in Spanish
- **Website:** Visit consumer.ftc.gov for articles, blog posts, videos, and infographics on a range of consumer topics
- **Free publications:** ftc.gov/bulkorder





Thank You!
