



United States of America  
FEDERAL TRADE COMMISSION  
Washington, D.C. 20580

Division of Advertising Practices

August 30, 2016

Laura Smith, Esq., Legal Director  
Bonnie Patten, Esq., Executive Director  
Truth in Advertising, Inc.  
P.O. Box 927  
Madison, CT 06443

Re: Complaint Regarding Kardashian/Jenner family native advertising

Dear Ms. Smith and Ms. Patten:

This responds to your August 25, 2016 letter regarding Instagram posts by members of the Kardashian/Jenner family. Your letter indicates that TINA.org found over 100 Instagram posts in accounts for Kim Kardashian-West, Khloe Kardashian, Kourtney Kardashian, Kylie Jenner, and Kendall Jenner that failed to disclose clearly and conspicuously the individuals' connections to companies promoted in the social media posts. Your letter indicates that you advised representatives of the Kardashian/Jenner family that they had one week to disclose, as applicable, any material connections between the individuals and companies in all past, present, and future Instagram posts. Your letter notes that while the family has modified some posts, the vast majority of social media posts remained unchanged. Accordingly, you referred this matter to the Commission for our review and requested that we investigate and take enforcement action against the relevant companies and individuals.

We will review your submission thoroughly to determine whether Commission action is appropriate and will contact you if we need additional information. We also will forward your complaint to our Consumer Response Center, so that the complaint will be entered into Consumer Sentinel, our secure, online database available to more than 2,000 civil and criminal law enforcement agencies in the U.S. and abroad. Thank you for writing to the Commission.

Very truly yours,

Mary K. Engle  
Associate Director for Advertising Practices