

Janis Kestenbaum Quoted in IAPP: The Privacy Advisor—FTC Takes Steps Toward Privacy, AI Rulemaking

Partner Janis Kestenbaum was quoted in "[FTC Takes Steps Toward Privacy, AI Rulemaking](#)," an article in *IAPP: The Privacy Advisor*, regarding the Federal Trade Commission's consideration of a rulemaking process on privacy and artificial intelligence.

"The FTC is taking steps to use its authority to issue such a rule under Section 18 of the FTC Act, 15 U.S.C. 57a, which enables it to prescribe particular acts and practices as deceptive or unfair, using what are called 'Magnusson-Moss' or 'Mag-Moss' procedures that are more elaborate than traditional APA notice-and-comment rulemaking procedures," said Perkins Coie Partner Janis Kestenbaum, a former senior legal advisor to former FTC Chair Edith Ramirez. "This is something that some Democratic senators have called on the FTC to do, and something the Democratic commissioners at the FTC have signaled they wanted to do."

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