



SpencerFane®

Spencer Fane Team Referenced on FTC's Proposed AI Policy in Tech Times

Tech Times included Spencer Fane attorneys [Jack Amaral](#), [Greg Ewing](#), [Kirstin D. Kanski](#), and [Mike G. Silver's article](#) as an additional resource in its piece [FTC: Undisclosed AI Output Steering Is Consumer Deception, Comment Deadline Friday](#).

In their article, the team discusses the FTC's proposed policy statement on AI accuracy and the potential for undisclosed AI output steering to be considered deceptive under federal law. The article examines how the proposal could affect companies navigating AI development, marketing, and compliance with evolving state AI regulations.

"The policy statement purports to apply to AI companies, but the reasoning may be applicable to any company, big or small, new or emergent, that makes significant use of consumer-facing AI. Therefore, if you develop AI systems, this statement raises the stakes on training, fine-tuning, and content moderation choices that change what your models say," the team wrote. "The FTC's position could even impact companies that rely on underlying third-party AI systems, not just the foundational AI companies themselves."

At the firm, the team brings deep experience across artificial intelligence, technology transactions, cybersecurity, privacy, and financial services regulation to help clients navigate complex legal and business challenges. The attorneys advise companies and financial institutions on emerging technologies, regulatory compliance, risk management, and evolving industry requirements.