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FTC's Statement on AI Output 'Steering' Leaves Key Questions Unanswered

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Christopher J. Capurso

Christopher J. Capurso, a counsel in Troutman Pepper Locke's Consumer Financial Services Practice Group, was quoted in the July 16, 2026, *Law.com* article, "FTC's Statement on AI Output 'Steering' Leaves Key Questions Unanswered."

> "Everything is up for interpretation," Christopher Capurso, counsel at Troutman Pepper Locke. "The thing that's seemingly middle of the road, somebody is going to find an issue with and say it's biased."
>
> Capurso said that he was surprised to see relatively vague guidance from a Republican administration, which would more typically emphasize narrow and clear statements of what is and is not permitted.
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> And while the FTC says that companies can cure the problem with disclosure, its explanation of how to do so is "squishy," Capurso said.
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> Dealing with the conflict between the FTC and state law will entail a risk analysis, Capurso said. Companies that do a lot of business in Colorado, for example, might decide that the risk of enforcement there is greater than the risk of FTC enforcement.

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