



ADT Punished by US Government

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The US government is cracking down on deceptive marketers. And the industry's least favorite company, ADT, has been punished.

Inside this note, we break down the issues, sharing the specific deceptive practices, impact and contrast with real customer opinions.

Deceptive Marketing

The US Federal Trade Commission charged ADT with deceptive marketing and ADT has settled ([announcement](#)).

The [FTC complaint](#) alleges payments of \$300,000+ to deceive consumers.

The first offense is the '[Safety Mom](#)' who went on an American TV show with an obvious, though undisclosed, shilling of ADT. Here's the video:

Of course, these events would lose much of their power *if* the presenter lead off by telling how much the company is paying them for this.

Another one comes from self proclaimed 'technology expert', David Gregg of [BehindtheBuy](#), who did media appearances touting ADT Pulse.

ADT Settles / Terms

ADT has settled (see [consent order](#)). As part of their settlement, they do not need to admit these charges, but they do face significant restrictions, including:

- Clearly and prominent disclose any endorsements.

- Pull down any other existing undisclosed endorsements (you can [report issues / abuses here](#)).
- For 5 years, keep records of any complaints, and documents demonstrating full compliance in marketing activities.
- The order will last for at least the next 20 years.
- Each violation of this order "may result in a civil penalty of up to \$16,000" which unfortunately for ADT is pennies.

Poor ADT

One trade magazine came to ADT's defense, [emphasizing that](#):

"Being the dominant market leader, ADT has to endure more slings and arrows than most."

Life is so unfair to a company that can 'allegedly' spend hundreds of thousands of dollars to have glowing endorsements as fake independent reviews.

The reality is that ADT can use its marketing muscle and size to push through unfair practices. It is valuable for the government to intervene in such cases.

The Impact

The real power is bad publicity and the threat that ADT could get more of it if others report on them. And because ADT has this consent agreement, the FTC is likely to watch them more closely.

Regular People Hate ADT

ADT does not do so well with people they do not pay.

[ADT is under attack on social media](#). And it continues every day. Just check out [their Facebook page](#). Here's one from the home page as of the time of this publication:

Recent Posts by Others



Johnny Kerrigan

Your organization is comprised of the most inept group of idiots I have ever had the misfortune of interacting with. I am over 1200 miles away from home with no way to deactivate my system, which is sending out false alerts and sending the police to my home. On top of that the police have informed me they are going to now bill me for each false alarm visit they make. Your "customer service" (and I use the term loosely) refuses to put my system on disregard because I cannot provide the information I used to set up the system over five years ago. I purchased an ADT system for piece of mind, not to give me a migraine on my vacation. You are securing a home, not a United States nuclear launch facility and a little reasonableness and common sense would be nice. I will be personally ripping out my system when I return home, and you will be receiving the equipment in a 1000 pieces. Congratulations on chasing away another customer.

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