

Operation AI Comply



What is it?

A U.S. Federal Trade Commission (FTC) enforcement initiative that targets companies making deceptive or exaggerated claims about AI.



Claims being targeted

- Tools pitched as “AI lawyers” to replace attorneys
- AI systems promising passive income but failing to deliver
- AI services generating fake reviews or deceptive content

What legal can do	What it looks like in practice
Audit AI tool claims	Ensure the claims in vendor contracts, product pages, marketing materials match what the tool actually does.
Set guardrails	Create internal policies on how AI outputs are reviewed, fact-checked, and used in client or court materials.
Train staff	Make sure lawyers and support staff understand AI’s limitations, hallucinations, and weak citations so they don’t blindly trust outputs.
Require vendor transparency	Ask AI vendors for evidence of reliability and accuracy. What data did they train on? How often do they update models?
Monitor regulatory trends	Keep an eye on FTC guidance and complaints, state bar ethics opinions, and industry reports. The legal environment around AI is changing fast.