
Joan Z. Bernstein
Director
Bureau Of Consumer Protection
Federal Trade Commission



Joan Z. (Jodie) Bernstein is the Director of the Federal Trade Commission's Bureau of Consumer Protection. Since her appointment by FTC Chairman Robert Pitofsky in May 1995, she has brought consumer protection into cyberspace, focusing attention on issues that have relevance and resonance for consumers in the new millennium.

Ms. Bernstein's major priorities have been identifying fraud, deception and unfair business practices that cause the greatest consumer harm online and off; stopping those practices through law enforcement; and promoting fraud prevention through practical and plain English consumer and business education.

Among her recent activities:

She has encouraged Website operators to post privacy policies so consumers know what information is collected about them and how it is used, and she has led the implementation of the Children's Online Privacy Protection Act.

She has fostered dialogues with Internet auction sites to ensure that consumers shopping in the new marketplace get the same protections online that the law entitles them to offline.

She has educated the dietary supplement industry about their obligations to make truthful and substantiated advertising claims for their products.

She has shut down scholarship search services – familiar to virtually every high school senior – for scamming families looking for money to help pay for college.

She has changed the operating standards of several industries, namely the telemarketing industry, the automobile leasing industry and the funeral industry, in an effort to promote consumer confidence in legitimate marketers and consumer awareness of legitimate – and fraudulent – business practices.

Ms. Bernstein has established the FTC as an accessible and responsive federal agency – one where consumers can get information quickly via a toll-free telephone number (1-877-FTC-HELP) or the Web (www.ftc.gov) and where they can file complaints against companies they think may be acting fraudulently. Through her

**Jodie Bernstein (202) 326-3240 (202) 326-3799 fax www.ftc.gov
Federal Trade Commission, 600 Pennsylvania Ave, NW, H-466, Washington, DC 20580**

efforts, the FTC has developed the nation's largest consumer fraud database, used by over 200 law enforcement officials across the U.S. and Canada, as well as Consumer.gov, the Web's first one-stop shop for federal consumer information.

As Director of the Bureau of Consumer Protection, Ms. Bernstein oversees the work of some 200 lawyers and a \$61.9 million budget. She has received numerous honors for her work, including the 2000 *Good Housekeeping* Award for Women in Government from the Center for American Women and Politics at Rutgers University, the Trumpeter Award from the National Consumers League, and the Award for Outstanding Government Service from the American Bar Association's Section of Administrative Law and Regulatory Practice.

Ms. Bernstein has been in private practice in Washington, D.C., and also served as a legal officer in a large environmental services company. She served as General Counsel of the U.S. Environmental Protection Agency and as General Counsel of the Department of Health and Human Services, where she influenced the direction of the department in decisions on such diverse issues as Title IX and toxic shock syndrome. She also chaired the Commission on Wartime Relocation & Internment of Civilians, which addressed the internment of Japanese-Americans during World War II.

Ms. Bernstein was Assistant to the Director, Deputy Director and Acting Director of the FTC's Bureau of Consumer Protection from November 1970 until June 1976.

A native of Galesburg, Illinois, Ms. Bernstein received her Bachelor of Arts degree in economics from the University of Wisconsin and a J.D. from Yale Law School. She has also served as President of the Law School's Alumni Association.

She lives in Washington, D.C., with her husband, Dr. Lionel Bernstein. They have three children.