



Office of Commissioner  
Rebecca Kelly Slaughter

UNITED STATES OF AMERICA  
**Federal Trade Commission**  
WASHINGTON, D.C.20580

CONCURRING STATEMENT OF COMMISSIONER REBECCA KELLY  
SLAUGHTER

Regarding the Request for Comment on the Funeral Rule  
Commission File No. P034410  
February 4, 2020

I am grateful that the Commission is seeking public comment on the FTC's Funeral Rule, 16 CFR, pt. 453, which we last reviewed a dozen years ago. At that time, the Commission decided to leave the Rule unchanged. See Fed. Trade Comm. Regulatory Review of the Trade Industry Regulation on Funeral Industry Practices, 72 Fed. Reg. 13740, 13741 (Mar. 14, 2008). Accordingly, the Rule has not been updated in more than twenty-six years. See Fed. Trade Comm. Funeral Industry Practices Trade Regulation Rule, 50 Fed. Reg. 1592 (Jan. 11, 1994). I worry that the Rule is now showing its age, and I look forward to hearing from commenters about what a Funeral Rule for the twenty-first century should look like.

Under enormous time pressure, consumers must make financial decisions for their loved ones. Because of these vulnerabilities, consumers are often subjected to unfair and deceptive practices, effectively denying them the opportunity to give their lost loved one a tailored and proper goodbye. The Funeral Rule has taken important steps to provide consumers with much-needed protections to consumers.

Significant changes in technology, such as the rise of the digital funeral home, and changes in culture, such as the dramatic rise in consumers who prefer to offer livestreaming of services for loved ones, have created new challenges. My fervent hope is that the Commission, with the help of the public, will update the Rule so that it continues to fulfill its purpose of protecting consumers during their time of greatest need. I particularly look forward to hearing from commenters about how existing protections and how they might be strengthened.