

Ryter FTC court case

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<https://www.ftc.gov/news-events/news/press-releases/2024/09/ftc-announces-crackdown-deceptive-ai-claims-schemes>

Rytr, which is an artificial intelligent “writing assistant” was allowing its subscribers to write hundred to tens of thousands of false reviews to persuade consumers into becoming a subscriber. Rytr became a useful tool for marketers, entrepreneurs, and content writers to help paid subscribers with copies. The AI writing assistant company was allowing subscribers to write fake reviews that sometimes had nothing to do with Rytr AI. Rytr allowing these false reviews caused a negative impact with similar competitors as well as what truly is an honest review. Overall Rytr is leaving a terrible impact on other writing assistant AI companies with people not knowing what companies to trust and what reviews are honest.

Rytr allowing fake reviews to be accessed to people interested in purchasing the AI tool caused a disruption in the surveillance of companies that use these reviews to help customers find an AI tool that will satisfy the needs of users. Many websites use specific algorithms to help users gather an understanding of what feedback would match the needs of their customers. Because Rytr had a drastic number of fake reviews, it is affecting the way review websites track the data to put on to their websites. The websites that rely on

these reviews must restructure the way they find their data. Consumers that purchased the subscription due to the reviews as well as future customers that heavily rely on reviews to decide whether they will purchase it or not, have had their consent confiscated. The customers are expecting the accuracy of reviews and the experience of past customers but instead are given misleading information that violates their consent to what they are purchasing. Instead, they should have some sort of AI tracker that can block fake accounts, from writing fake reviews on any sort of platform, especially AI tools.