

which . . . is privileged or confidential”—as provided by section 6(f) of the FTC Act, 15 U.S.C. 46(f), and FTC Rule 4.10(a)(2), 16 CFR 4.10(a)(2)—including competitively sensitive information such as costs, sales statistics, inventories, formulas, patterns, devices, manufacturing processes, or customer names.

Comments containing material for which confidential treatment is requested must be filed in paper form, must be clearly labeled “Confidential,” and must comply with FTC Rule 4.9(c). In particular, the written request for confidential treatment that accompanies the comment must include the factual and legal basis for the request and must identify the specific portions of the comment to be withheld from the public record. *See* FTC Rule 4.9(c). Your comment will be kept confidential only if the General Counsel grants your request in accordance with the law and the public interest. Once your comment has been posted on the <https://www.regulations.gov> website—as legally required by FTC Rule 4.9(b)—we cannot redact or remove your comment from that website, unless you submit a confidentiality request that meets the requirements for such treatment under FTC Rule 4.9(c), and the General Counsel grants that request.

Visit the FTC website at <https://www.ftc.gov> to read this document and the news release describing the proposed settlement. The FTC Act and other laws the Commission administers permit the collection of public comments to consider and use in this proceeding, as appropriate. The Commission will consider all timely and responsive public comments it receives on or before June 29, 2026. For information on the Commission’s privacy policy, including routine uses permitted by the Privacy Act, see <https://www.ftc.gov/site-information/privacy-policy>.

Analysis of Proposed Consent Order To Aid Public Comment

The Federal Trade Commission (“Commission”) has accepted, subject to final approval, an agreement containing a consent order from CMG Media Corporation d/b/a Cox Media Group (“CMG” or “Respondent”).

The proposed consent order (“Proposed Order”) has been placed on the public record for 30 days for receipt of public comments by interested persons. Comments received during this period will become part of the public record. After 30 days, the Commission will again review the agreement, along with the comments received, and will decide whether it should make final the

Proposed Order or withdraw from the agreement and take appropriate action.

Respondent CMG is a Delaware corporation with its principal place of business in Atlanta, Georgia. CMG owns local television and radio stations across the country and sells marketing and advertising services to small- and medium-sized businesses in its television and radio markets.

CMG, in conjunction with MindSift LLC, offered a marketing service that purported to allow CMG’s customers to target ads to consumers within particular geographic service areas based on conversations consumers had near their smart devices.

The Commission’s proposed one-count complaint alleges Respondent represented that its marketing service collected and used voice data from smart devices for marketing purposes, obtained consent for the collection and use of voice data from consumers, and created lists of consumers in particular geographic areas. The proposed complaint alleges that these claims are false or misleading, in violation of section 5 of the FTC Act, because the marketing service did not collect or use voice data, did not obtain consent from consumers for the collection and use of their voice data, and did not create lists of consumers in particular geographic areas.

The Proposed Order contains injunctive relief designed to prevent CMG from engaging in the same or similar acts or practices in the future. Provision I prohibits CMG from making any misrepresentation about: (1) the qualities or features of its advertising or marketing services; (2) the collection and use of Voice Data; consumers’ consent to the collection, use, or disclosure of Voice Data; or the geographic targeting capabilities of its advertising or marketing services. (Voice Data is defined in the Proposed Order.)

Provision II requires Respondent to pay to the Commission \$880,000 in monetary relief. Provision III describes the procedures and legal rights related to that payment. Provision IV requires CMG to provide customer information to enable the Commission to efficiently administer redress to those affected by the deception. Provision V requires Respondent to obtain and submit acknowledgments of receipt of the Order.

Provisions VI–VIII are reporting and compliance provisions, which include recordkeeping requirements and provisions requiring CMG to provide information or documents necessary for the Commission to monitor compliance. Provision IX states that the Proposed

Order will remain in effect for 20 years, with certain exceptions.

The purpose of this analysis is to facilitate public comment on the Proposed Order, and it is not intended to constitute an official interpretation of the complaint or Proposed Order, or to modify the Proposed Order’s terms in any way.

By direction of the Commission.

Joel Christie,
Acting Secretary.

[FR Doc. 2026–10548 Filed 5–27–26; 8:45 am]

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Food and Drug Administration

[Docket No. FDA–2014–N–0053]

Challenges and Solutions in Lot-Level Food Traceability; Public Meeting and Request for Comments

AGENCY: Food and Drug Administration, HHS.

ACTION: Notice of public meeting and request for comments.

SUMMARY: The Food and Drug Administration (FDA, the Agency, or we) is announcing a public meeting titled “Challenges and Solutions in Lot-Level Food Traceability.” The purpose of the meeting is to provide a forum for the public to share information on continued implementation of the Food Traceability Rule and areas of concern, especially as they relate to lot-level tracking, and identify potential flexibilities to support compliance. In addition, FDA has developed a discussion paper titled “Identifying Additional Flexibilities for Satisfying the Food Traceability Rule’s Lot-Level Tracking Requirement” that includes potential flexibilities for lot-level food traceability and questions we have regarding those flexibilities. This discussion paper may be helpful to speakers as they develop remarks for the public meeting. We are also providing an opportunity for all stakeholders to submit feedback on the discussion paper.

DATES: The public meeting will be held on June 15, 2026, from 12:00–3:30 p.m. Eastern Time. Either electronic or written comments on this public meeting or discussion paper must be submitted by July 15, 2026. See the **SUPPLEMENTARY INFORMATION** section for registration date and information.

ADDRESSES: The public meeting will be held virtually, and login instructions will be provided at registration.

You may submit comments as follows. Please note that late, untimely filed comments will not be considered. The <https://www.regulations.gov> electronic filing system will accept comments until 11:59 p.m. Eastern Time at the end of July 15, 2026. Comments received by mail/hand delivery/courier (for written/paper submissions) will be considered timely if they are received on or before that date.

Electronic Submissions

Submit electronic comments in the following way:

- **Federal eRulemaking Portal:** <https://www.regulations.gov>. Follow the instructions for submitting comments. Comments submitted electronically, including attachments, to <https://www.regulations.gov> will be posted to the docket unchanged. Because your comment will be made public, you are solely responsible for ensuring that your comment does not include any confidential information that you or a third party may not wish to be posted, such as medical information, your or anyone else's Social Security number, or confidential business information, such as a manufacturing process. Please note that if you include your name, contact information, or other information that identifies you in the body of your comments, that information will be posted on <https://www.regulations.gov>.

- If you want to submit a comment with confidential information that you do not wish to be made available to the public, submit the comment as a written/paper submission and in the manner detailed (see "Written/Paper Submissions" and "Instructions").

Written/Paper Submissions

Submit written/paper submissions as follows:

- **Mail/Hand Delivery/Courier (for written/paper submissions):** Dockets Management Staff (HFA-305), Food and Drug Administration, 5630 Fishers Lane, Rm. 1061, Rockville, MD 20852.

- For written/paper comments submitted to the Dockets Management Staff, FDA will post your comment, as well as any attachments, except for information submitted, marked and identified, as confidential, if submitted as detailed in "Instructions."

Instructions: All submissions received must include the Docket No. FDA-2014-N-0053 for "Challenges and Solutions in Lot-Level Food Traceability: Public Meeting." Received comments, those filed in a timely manner (see **ADDRESSES**), will be placed in the docket and, except for those submitted as "Confidential Submissions," will be publicly viewable

at <https://www.regulations.gov> or at the Dockets Management Staff between 9 a.m. and 4 p.m., Monday through Friday, 240-402-7500.

- **Confidential Submissions—**To submit a comment with confidential information that you do not wish to be made publicly available, submit your comments only as a written/paper submission. You should submit two copies total. One copy will include the information you claim to be confidential with a heading or cover note that states "THIS DOCUMENT CONTAINS CONFIDENTIAL INFORMATION." The Agency will review this copy, including the claimed confidential information, in its consideration of comments. The second copy, which will have the claimed confidential information redacted/blacked out, will be available for public viewing and posted on <https://www.regulations.gov>. Submit both copies to the Dockets Management Staff. If you do not wish your name and contact information to be made publicly available, you can provide this information on the cover sheet and not in the body of your comments and you must identify this information as "confidential." Any information marked as "confidential" will not be disclosed except in accordance with 21 CFR 10.20 and other applicable disclosure law. For more information about FDA's posting of comments to public dockets, see 80 FR 56469, September 18, 2015, or access the information at: <https://www.govinfo.gov/content/pkg/FR-2015-09-18/pdf/2015-23389.pdf>.

Docket: For access to the docket to read background documents or the electronic and written/paper comments received, go to <https://www.regulations.gov> and insert the docket number, found in brackets in the heading of this document, into the "Search" box and follow the prompts and/or go to the Dockets Management Staff, 5630 Fishers Lane, Rm. 1061, Rockville, MD 20852, 240-402-7500.

FOR FURTHER INFORMATION CONTACT:

Katherine Vierk, Office of Surveillance Strategy and Risk Prioritization, Human Foods Program, Food and Drug Administration, 5001 Campus Dr., College Park, MD 20740, 240-402-2122, Katherine.Vierk@fda.hhs.gov; or Alissa Van Wie, Office of Policy and International Engagement, Human Foods Program, Food and Drug Administration, 5001 Campus Dr., College Park, MD 20740, 240-654-7524, Alissa.Vanwie@fda.hhs.gov.

SUPPLEMENTARY INFORMATION:

I. Background

The FDA final rule, "Requirements for Additional Traceability Records for Certain Foods" (87 FR 70910, November 21, 2022) (Food Traceability Rule), establishes enhanced recordkeeping requirements for those who manufacture, process, pack, or hold foods on FDA's Food Traceability List. The Food Traceability Rule requires lot-level tracking for foods on the Food Traceability List. Businesses that perform specific activities are required to assign unique codes, known as Traceability Lot Codes, that must be passed along unchanged (unless the food is transformed) as the food moves through the supply chain. Entities that handle foods on the Food Traceability List are required to record Key Data Elements (KDEs), such as the Traceability Lot Code, when they perform specific Critical Tracking Events (CTEs) like initial packing, transformation, and shipping. Lot-level tracking enables rapid tracing of contaminated foods during recall events, allowing FDA to find the source of the food faster, narrowing the scope of recalls, and removing affected product from the supply chain quickly, resulting in fewer foodborne illnesses and deaths.

The original compliance date for all persons subject to the recordkeeping requirements of the Food Traceability Rule was January 20, 2026. FDA proposed to extend the compliance date for the rule by 30 months to July 20, 2028 (90 FR 38084, August 7, 2025). Subsequently, the Continuing Appropriations, Agriculture, Legislative Branch, Military Construction and Veterans Affairs, and Extensions Act of 2026 (Pub. L. 119-37) (Continuing Appropriations Act) directed FDA not to enforce the Food Traceability Rule prior to that same date of July 20, 2028. FDA intends to comply with this Congressional directive.

Section 780 of the Continuing Appropriations Act also directed FDA to engage quarterly with regulated entities to identify and implement, as appropriate, additional flexibilities for satisfying the Food Traceability Rule's lot-level tracking requirement. This public meeting is part of a series of engagements being held to fulfill that directive. Congress further stated that within 180 days of the Continuing Appropriations Act's enactment, FDA should provide industry stakeholders with recommendations for these additional flexibilities. At present, with most of the quarterly engagements still ahead of us, we have not made a decision about the scope of flexibilities

that would best address the challenges being faced by regulated entities while still protecting public health and maintaining the benefits of the Food Traceability Rule. However, we recognize Congress's desire for FDA to be transparent with stakeholders about this process, and specifically about where things stand approximately 180 days after enactment of the Continuing Appropriations Act. One goal of the discussion paper, "Identifying Additional Flexibilities for Satisfying the Food Traceability Rule's Lot-Level Tracking Requirement," is to provide that transparency.

II. Topics for Discussion at the Public Meeting

The goal of this public meeting is for FDA to hear stakeholder feedback on lot-level food traceability efforts and implementation challenges facing industry. FDA is interested in hearing about the challenges and potential solutions for satisfying the Food Traceability Rule's lot-level tracking requirements.

We are also making available a discussion paper, "Identifying Additional Flexibilities for Satisfying the Food Traceability Rule's Lot-Level Tracking Requirement," that includes potential flexibilities and questions we have around those flexibilities (Ref. 1). We intend for this discussion paper to further dialogue with regulated entities and other stakeholders, including at this public meeting, and help advance progress toward successful implementation of the Food Traceability Rule. We encourage those participating in this public meeting to consider the questions in this discussion paper as you develop your remarks for this meeting.

We want to provide all stakeholders with an opportunity to actively engage with FDA on this topic. We therefore invite and encourage all interested parties to submit feedback on the discussion paper to <https://www.regulations.gov>, Docket No. FDA-2014-N-0053. Comments do not need to cover every question that is asked in the document; you are encouraged to focus on whichever aspects of the discussion paper are of the most interest to you. To ensure that we can fully consider your feedback as we work to expeditiously identify flexibilities to implement, please submit your comments no later than July 15, 2026.

Please note that the discussion paper does not reflect an exhaustive list of options that FDA plans to consider. New ideas may emerge as a result of this public meeting and our other upcoming engagements with stakeholders. The

document is meant to capture the areas where we currently have the most questions, or where we think further dialogue would be especially helpful. Please also note that the order in which the topics are listed is not meant to represent a prioritization or a preference for any topic.

III. Participating in the Public Meeting

Registration: Please visit the following website for additional information and to register for the public meeting: https://www.fda.gov/food/workshops-meetings-webinars-food-and-dietary-supplements/fda-public-meeting-challenges-and-solutions-lot-level-food-traceability-06152026?utm_medium=email&utm_source=govdelivery.

The virtual public meeting is free and open to the public, but registration is necessary to attend. General registration will remain open until June 14, 2026. Individuals who want to speak during the public comment period must register by June 5, 2026. Same-day registration is not allowed. Individuals that have already registered through the Partnership for Food Traceability website do not need to register again. Instructions for joining the virtual meeting will be provided upon registration.

Requests for Oral Presentations: During online registration you may indicate if you wish to present during the public comment session. We will do our best to accommodate all requests to make public comments. Following the close of registration, we will determine the amount of time allotted to each presenter and will notify participants in advance. All requests to make oral presentations must be received by the close of registration on June 5, 2026. All presentations must be given orally; slides or visuals will not be able to be accommodated on the virtual platform. No commercial or promotional material will be permitted to be presented or distributed at the public meeting.

IV. References

1. Food and Drug Administration, "Discussion Paper: Identifying Additional Flexibilities for Satisfying the Food Traceability Rule's Lot-Level Tracking Requirement". 2026.

Notice of this meeting is given pursuant to 21 CFR 10.65.

Grace R. Graham,

Deputy Commissioner for Policy, Legislation, and International Affairs.

[FR Doc. 2026-10603 Filed 5-27-26; 8:45 am]

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Food and Drug Administration

[Docket No. FDA-2026-N-4390]

AI-Enabled Optimization of Early-Phase Clinical Trials Pilot Program; Request for Information; Extension of Comment Period

AGENCY: Food and Drug Administration, HHS.

ACTION: Request for information; extension of comment period.

SUMMARY: The Food and Drug Administration (FDA or the Agency) is extending the comment period for the notice entitled "AI-Enabled Optimization of Early-Phase Clinical Trials Pilot Program; Request for Information" that appeared in the **Federal Register** of April 29, 2026. In the notice, FDA requested comments to solicit input on a proposed pilot program to assess how artificial intelligence (AI)-enabled technologies can improve efficiency, speed, and quality of decision-making in early phase clinical trials. The Agency is taking this action in response to a request for an extension to allow interested persons additional time to submit comments.

DATES: FDA is extending the comment period on the request for information published April 29, 2026 (91 FR 23100). Either electronic or written comments must be submitted by June 29, 2026.

ADDRESSES: You may submit comments as follows. Please note that late, untimely filed comments will not be considered. The <https://www.regulations.gov> electronic filing system will accept comments until 11:59 p.m. Eastern Time at the end of June 29, 2026. Comments received by mail/hand delivery/courier (for written/paper submissions) will be considered timely if they are received on or before that date.

Electronic Submissions

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