

Tati Westbrook and other social media stars investigated for not labeling posts

by **Press Association**

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The CMA wants to hear from people who have bought products which were endorsed on social media (Yui Mok/PA)

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The competition watchdog has launched an investigation of social media stars over concerns they are not declaring when they have been paid to post about products and experiences.

The Competition and Markets Authority (CMA) said social media influencers could sway the shopping habits of millions with posts endorsing goods or services, but it had concerns that they may not be disclosing that they had been paid to do so.

The CMA said it had seen examples of posts which appeared to promote or endorse products and offered the celebrity's personal opinion on the benefit of a product without clearly disclosing if they were being paid by the brand.

