



**Rick Staly, Sheriff**  
**FLAGLER COUNTY SHERIFF'S OFFICE**

*"An honor to serve, a duty to protect."*

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August 12, 2022

Alan Lowe  
47 Collingwood Ln.  
Palm Coast, FL - 32137

RE: Notice to Cease and Desist

Dear Mr. Lowe:

The Sheriff's Office has become aware you are using images of Sheriff Staly in your campaign for political office with the City of Palm Coast. Sheriff Staly and his images represent the Flagler County Sheriff's Office. You have used these images in social media posts, mailers and in commercials to imply both Sheriff Staly and the Flagler County Sheriff's Office are supporting and/or endorsing your candidacy. Both implications are untrue and provide a false narrative for voters. As you are well aware Sheriff Staly has not endorsed you, or your candidacy, for office.

Florida Statute §106.143(4) is crystal clear on the use of endorsements. The Statute provides the following:

- (4) It is unlawful for any candidate or person on behalf of a candidate to represent that any person or organization supports such candidate, unless the person or organization so represented has given specific approval in writing to the candidate to make such representation. However, this subsection does not apply to:
  - (a) Editorial endorsement by any newspaper, radio or television station, or other recognized news medium.
  - (b) Publication by a party committee advocating the candidacy of its nominees.

You did not seek, nor were you granted, permission to use Sheriff Staly's likeness in your campaign efforts. You are misleading the voters of Palm Coast in support of your agenda without authorization. We demand both you and your campaign immediately cease and desist all uses of Sheriff Staly, the Flagler County Sheriff's Office, and/or any other likeness of either in all mediums including but not limited to social media, mailers and commercials.

You will not receive another warning letter. Failure to comply will cause this office to take any and all legal action necessary to gain compliance.

Sincerely,

**Rick Staly**  
Sheriff



John T. LeMaster  
General Counsel