

2017 Recap

January 5, 2018

Most Popular Ad Law Access Posts of 2017

As reported in our [Ad Law News and Views](#) newsletter, Kelley Drye's [Advertising Law](#) practice posted 106 updates on consumer protection trends, issues, and developments to this blog in 2017. Here are some of the most popular:

- [New Lawsuit Highlights Risks of Using User-Generated Content](#)
- [FTC Announces \\$1.3 Million Settlement in Negative Option Case](#)
- [Read This Before Scanning A Driver's License In New Jersey](#)
- [FTC Staff Reminds Brands and Influencers About Disclosure Requirements](#)
- ["OK, Google. Send a Letter to the CPSC": Privacy Groups Request Recall of Google Home Mini](#)
- [New NAD Decision Addresses Product Reviews](#)
- [Judge Upholds FTC Staff Opinion that Avatar Calls are Prerecorded Messages under TSR](#)
- [Instagram Announces a New Tool for Influencers](#)
- [EU Data Protection Authority Issues GDPR Action Plan, Swiss Sign Privacy Deal with U.S.](#)
- [Don't Like Negative Reviews? Read This Before You Delete Them](#)
- [More Regulators Focus on Price Comparisons](#)
- [CIT Adds New Requirements for 'Assembled in USA' Claims Analysis](#)
- [How Not to Get Burned by "First" Claims](#)
- [NAD Gives Bill of Good Health to Dietary Supplement Immunity Claims](#)
- [Court Relies on Due Process Argument to Dismiss Website Accessibility Suit](#)

[Ad Law News and Views](#) is produced every two weeks to help you stay current on advertising law and privacy matters. You can subscribe to it and other [Kelley Drye Publications here](#) and the [Ad Law Access blog](#) by [email](#) or [RSS feed](#).

2018 Advertising and Privacy Law Webinar Series

Please join Kelley Drye in 2018 as we continue our well attended Advertising and Privacy Law Webinar Series. Like our in-person events, this series gives key updates and provides practical tips to

address issues faced by counsel as well as CLE credit. This webinar series will start again in February 2018. Please revisit the 2017 webinars [here](#).