

# 2019 Selected Top Ad Law Access Reads and Listens

January 1, 2020

In 2019, [Ad Law Access](#) published 124 stories on a wide range of topics. However, two topics stood out above the others:

- **California Consumer Privacy Act (CCPA)** CCPA was far and away the most popular topic of 2019 and, as mentioned in [one of our last posts of the year](#), “businesses and privacy professionals would do well to catch their breath over the holiday season. Next year is going to need focus and investment to reach the [CCPA] finish line (which, yes, will continue to move because this is privacy law, after all).” Here are a few CCPA related posts you may want to read if you haven’t already:
  - [Broad Range of Implementation Worries Surfaces at CCPA Rulemaking Hearing in LA](#) December 5
  - [Be Careful What You Say About the CCPA](#) November 12
  - [CCPA Update: California Attorney General Issues Draft Privacy Rules](#) October 11
  - [CCPA Update: Legislature Amends the CCPA to Exclude Employee Data, B2B Communications for One Year](#) September 15
- **The FTC’s Powers Under Section 13(b)** The continuing questions over the extent of the FTC’s enforcement authority to obtain monetary relief under Section 13(b) were a popular topic with Ad Law Access readers. So popular that we created a [Section 13\(b\) sub-blog](#):
  - [Direct Seller Stands Its Ground: Neora Seeks Declaratory Judgment Against the FTC, Challenging the Agency’s Section 13\(b\) Authority](#) November 5
  - [Business As Usual? FTC Practice in the Wake of Shire ViroPharma and Credit Bureau Center](#) October 22
  - [A Potential New Fight Over FTC’s 13\(b\) Authority](#) May 19

Stay tuned for more installments of the “[Section 13 \(b\)log](#).”

Other posts that resonated with readers:

- [FTC Releases New Guide for Influencers](#) November 9
- [CBD and False Advertising: Lessons Learned From The Food Court](#) August 9
- [Nevada and Maine Advance Legislation Addressing the “Sale” of Personal Data](#) June 4
- [FDA and FTC Issue Joint Warning Letters to Three Online CBD Marketers](#) April 2

- [FTC to Use 6\(b\) Authority to Examine Tech Companies' Data Practices](#) March 22
- [Taking Stock of the TCPA in 2019: What is an "Autodialer"?](#) March 4
- [The Direct Selling Self-Regulatory Council: What it Means for Multi-Level Marketers](#) January 10

Stay tuned to [Ad Law Access](#) in 2020 for more updates on these issues and other advertising and privacy law issues. Subscribe to our [Ad Law News and Views](#) newsletter and other Kelley Drye publications [here](#) to receive email communications tailored to your interests.

### **AD LAW ACCESS PODCAST**

2019 also saw [the launch of the Ad Law Access podcast](#). Top episodes included:

- [CCPA Update: Legislature Amends the CCPA to Exclude Employee Data, B2B Communications for One Year](#)
- [Privacy Update: The Terms of the Facebook Settlement; CCPA Amendments Advance in Calif. Senate](#)
- [Cause Marketing - Commercial Co-Ventures: What You Need to Know Before Getting Started \(12:30\)](#)
- [CCPA Update \(Amendments, Draft Regulations, and Classification issues\) \(12:00\)](#)
- [Texting 101 - The Hot Button Issues to Consider When Running a Texting Campaign \(11:25\)](#)
- [Challenging Competitors' Claims](#)
- [Making it in the USA - When Product Origin and Origin Marketing Claims Matter \(13:00\)](#)
- [Influencers Gone Wrong \(10:30\)](#)
- [Influencers and Endorsers: Understanding the Upfront Legal Requirements \(9:10\)](#)

You can find the [Ad Law Access podcast](#) and [other Kelley Drye podcasts](#) wherever you get your podcasts.