

# Ad Law News and Views - July 11, 2020

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## [" RECENT NEWS

### Tackling the Privacy, Data Security, and Employment Issues Related to Returning to Work

We have created [checklist of general tips](#) to help companies navigate return-to-work privacy and data security issues. In addition to designing COVID-19 testing and screening data collection programs that fit local and state reopening conditions, companies may also wish to consult key sources of federal guidance.

### Supreme Court Upholds Constitutionality of the TCPA

On July 6, 2020, in a 7-2 decision, the Supreme Court upheld the constitutionality of the TCPA, but severed as unconstitutional the government debt exception. *William P. Barr et al. v. American Association of Political Consultants et al.*, Case No. 19-631 (2020).

### Court Rejects As Speculative Putative Class Action Complaint Alleging "V'nilla Almond" Granola Is Not Flavored Exclusively From Vanilla Beans

A California federal judge has dismissed a putative class action against Kellogg for failing to back up the plaintiff's theory that Kellogg's Bear Naked Granola V'nilla Almond does not include vanilla flavoring derived exclusively from vanilla beans.

Receive blog posts in real time by subscribing to the [Ad Law Access blog by email or RSS feed.](#)

## UPCOMING WEBINARS

### Trade Association Antitrust 101

July 14, 2020, 12:00 - 1:00 PM Eastern  
[Dave Evans](#), [Matt Luzzader](#)

# Selling Online: How to Avoid Flattening the Curve of an Uptick in Website Traffic

July 22, 2020, 12:00 - 1:00 PM Eastern

**Christie Thompson**

# Cleaning Up From 2020: Guidance for Disinfectant, Germ and Virus Killing Claims

July 29, 2020

**Kristi Wolff, Joe Green**

## PODCASTS

The [Ad Law Access podcast](#) provides audio updates on advertising and privacy law trends, issues, and developments. The latest episode is:

- [California Privacy Rights Act \(CPRA\)](#)

New episodes will be announced at [AdLawAccess.com](#); the Ad Law Access podcast is available now through [Apple](#), [Spotify](#), [Google Podcasts](#), [SoundCloud](#), and [wherever you get your podcasts](#).

[Kelley Drye's Legal Download podcast](#) features Kelley Drye lawyers, firm management, professional staff as well as guest speakers, that provide listeners with a rundown of the latest legal issues impacting businesses. Recent episodes include:

- [Ransomware and Cybersecurity Issues During the COVID-19 Pandemic](#)
- [Bankruptcy During the COVID-19 Pandemic](#)

You can tune into the Legal Download on [Apple Podcasts](#), [Google Podcasts](#) or [Spotify](#).

## COVID-19 RESOURCES

In addition to the webinars mentioned above, Kelley Drye is making the following COVID-19 resources available:

### KELLEY DRYE'S COVID-19 RESPONSE

Kelley Drye's [COVID-19 Response Resource Center](#) is a dedicated source that provides guidance and addresses questions about legal and business concerns arising from the Coronavirus outbreak. Our priority is to closely monitor and track developments to help you stay informed, so that you can respond to the shifting landscape. To receive Kelley Drye's updates on COVID-19 legal issues, [sign up here](#).

### COVID-19 DAILY WASHINGTON UPDATE

The Washington Update is a daily synopsis of federal government actions related to the COVID-19 pandemic. The synopsis covers actions coming from Congress, the White House and various federal

agencies, including the CDC, the Departments of Labor, Health and Human Services, Homeland Security and Treasury/IRS, the Food and Drug Administration and the Federal Trade Commission, among others. You can sign up to receive the daily Washington Update by subscribing to our COVID-19 interest area [here](#). Archived editions of the Washington Update can be found [here](#).

## LABOR DAYS

As the COVID-19 pandemic rapidly unfolds, the [Labor Days blog](#) provides commentary on the latest legal issues affecting employers, helping them manage their workforce and reduce risk. The Labor and Employment Practice Group is tracking the latest COVID-19 labor legislation, and analyzing in real time how it will affect you and your business operations. Click on the "[COVID-19](#)" blog category for previous updates. If you have any urgent questions, please contact your usual Kelley Drye attorney or any member of the [Labor and Employment Practice](#).

## IN CASE YOU MISSED IT

[Webinar: Product and Earnings Claims in the Time of COVID-19 webinar](#)

[Beginning of a TCPA Clean-Up? FCC Sets Another Robocall Blocking Item for Vote While Addressing Two of Nearly Three Dozen Pending Petitions](#)

[Third CBD False Advertising Case Halted this Year Pending FDA Review](#)

[FTC Seeks Rule to Collect Civil Penalties for Made in USA Labeling Violations](#)

[District Court Affirms Need to Turn Over Data Breach Report](#)

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