

Ad Law News and Views - May 2026

May 28, 2026

Summer Streaming: Recent Ad Law Webinars

While temperatures are heating up and calendars are filling with summer travel plans, our attorneys are continuing to track the latest trends and developments across the Ad Law landscape. Whether you're heading to the airport, the beach, or simply catching up between meetings, our recent webinars are available on demand so you can stay up to speed wherever summer takes you. Here are a few recent highlights:

- [Gonzalo Mon](#) and [Geoffrey W. Castello](#) teamed up to host "False Urgency, Real Risk: Navigating the Rise of Email Marketing Lawsuits," which covered the *Brown v. Old Navy* case and the wave of lawsuits alleging that retailers across industries used misleading email subject lines in violation of Washington law and similar state statutes. [Watch the full recording here.](#)
- [Alysa Hutnik](#) and [Paul L. Singer](#) launched their new surveillance pricing webinar series with "Pricing 101: Key Considerations Across Privacy and Consumer Protection." The session examined the evolving pricing landscape, including the growing overlap between pricing practices, privacy concerns, and consumer protection scrutiny. [Learn more here.](#)
- We also launched our new and improved State Attorneys General webinar series page, featuring recordings, slide decks, and blog posts from dozens of programs with current and former guests from Attorneys General offices across the country covering key enforcement priorities and emerging regulatory trends. [Explore more content here.](#)

UPCOMING WEBINARS

2026 State AG Webinar Series: Maine

Wednesday, June 10, 2026 | 2:00 p.m. - 3:00 p.m. ET

Please join us for a webinar featuring special guest speakers:

- Aaron Frey, Maine Attorney General
- Christina Moylan, Division Chief, Consumer Protection Division

They will be joined by Kelley Drye State Attorneys General Practice Chair [Paul Singer](#), Special Counsel [Abigail Stempson](#), Special Counsel [Beth Bolen Chun](#), and Senior Associate [Andrea deLorimier](#). Guest speakers will cover consumer protection in Maine, with further details to follow closer to the webinar date.

[Register here.](#)

A Deep Dive into Surveillance Pricing

Wednesday, June 24, 2026 | 11:30 am - 12:30 pm ET

Privacy and Information Security practice chair [Alysa Hutnik](#) and State Attorneys General practice chair [Paul Singer](#) will host the second session of our pricing series, "Surveillance Pricing and Beyond: Navigating Today's Pricing Landscape." This session examines how the use of consumer data to inform pricing decisions is drawing increased scrutiny from both privacy and consumer protection regulators. We'll cover key considerations around transparency, consent, and data use, along with proposed legislation and practical steps to mitigate enforcement and litigation risk.

[Register here.](#)

LATEST UPDATES

[Privacy Perspectives Podcast: State Legislation — What's Moving and What It Means](#)

In this episode of Privacy Perspectives, [Alex Schneider](#) is joined by [Laura Riposo VanDruff](#), [Salim Rashid](#), and [Joseph Cahill](#) for a focused discussion on what has become one of the most active state legislative seasons for AI regulation. The group maps the landscape across five emerging categories of AI bills — companion chatbot disclosures, deepfake and watermarking requirements, frontier model transparency obligations, algorithmic discrimination rules, and AI liability frameworks — and examines what the pace of activity means for companies trying to build durable compliance programs. They also talk about Colorado's recently passed SB 189, which is effectively a repeal and replacement of the original Colorado AI Act, what changed, what was removed, and the associated compliance planning challenges.

[NAD Determines 100% Claims Aren't 100% Clear](#)

SharkNinja makes the Shark NeverChange Air Purifier MAX. Ads for the air purifier show a display on the product that reads: "Clean Air 100%." In a recent Fast-Track SWIFT challenge, Dyson argued that consumers are likely to interpret the claim as meaning complete removal of all impurities from the air.

[FTC's "Future of Consumer Financial Protection" Workshop: GLBA Pretexting and FTC Consumer Redress Priorities](#)

On May 14, 2026, the FTC co-hosted a workshop with George Mason University Law School's Institute for Consumer Financial Choice. The workshop examined developments in the financial services sector in the last five years, and featured opening remarks from Chris Mufarrige, Director of the FTC's Bureau of Consumer Protection. The workshop provided an opportunity for Director Mufarrige to reiterate the FTC's support for Gramm Leach Bliley Act (GLBA) pretexting as an enforcement tool in the wake of AMG Capital v. FTC.

[Homeaglow to Pay \\$2.3 M over Auto-Renewals and Review Claims](#)

The same week the FTC announced that Shutterstock had agreed to pay \$35 million to settle a suit over its automatic renewal and cancellation practices, the Washington AG secured a \$2.25 million settlement with cleaning service Homeaglow over its automatic renewal practices and review

claims.

Shutterstock to Pay \$35 Million Over Auto Renewal and Cancellation Practices

According to a complaint filed by the FTC, when the FTC filed a lawsuit against Adobe over its subscription practices in 2024, people at Shutterstock took notice. When an employee referenced the lawsuit in a Slack communication and worried that Shutterstock would “be next,” a Senior Product Manager responded: “hopefully we can get away with it.” Now we know the answer.

AG CHRONICLES

Be sure to check out [AG Chronicles](#): a monthly newsletter breaking down State Attorneys General consumer protection issues and highlighting news from the states. You may subscribe [here](#).