

# Associate Gonzalo E. Mon Quoted on the Legal Hurdles of Mobile Marketing

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Associate [Gonzalo Mon](#) was quoted in a *Mobile Marketer* article titled "Overcoming Legal Hurdles of Mobile Marketing." The article discussed several of the greatest legal challenges to mobile marketing, including the permission-based nature, the lack of space for disclosures and the absence of uniform national regulation that considers the nature of the medium.

Gonzalo provided insight regarding specific challenges when using mobile marketing. "The bottom line is that marketers need to understand that, unlike email marketing, mobile marketing requires opt-in consent," Gonzalo said. "Marketers should consult the MMA Guidelines for tips on how to get consent." Gonzalo noted that there have been a number of lawsuits connected to mobile marketing and "marketers should pay attention to these settlements and make sure they comply with the disclosure requirements."