

# Consumer Protection Law Overview: What In-House Counsel Should Know About Advertising, Consumer Privacy and the CFPB

Association of Corporate Counsel

Speaking Engagement

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Webinar

Companies that sell products and services to consumers are subject to federal and state consumer protection laws. This webinar provided the highlights of key consumer protection concepts and enforcement trends, including:

- Advertising – claim substantiation basics and enforcement priorities that in-house counsel should watch, including recent developments regarding "up to" claims, "green" marketing and mobile marketing campaigns
- Consumer Privacy and Data Security - recent changes to telemarketing rules and why the privacy policy at the bottom of the company web page should rise to the top of in-house counsel's "to do" list
- The Consumer Financial Protection Bureau - who do they regulate and what are they up to?

## Related Services

Advertising and Marketing

Telephone Consumer Protection Act (TCPA) Defense