

Free Cup of coffee!* FTC Workshop on Advertising and Privacy Disclosures Explores Dot Com Updates

June 7, 2012

Last week the Federal Trade Commission (FTC) held an information gathering workshop titled “[In Short: Advertising and Privacy Disclosures in a Digital World](#)”. The purpose of the workshop was to discuss the need for updated guidance for web and mobile advertisers regarding disclosures and privacy practices. FTC issued the current guidance, known as the “Dot Com Disclosures,” in 2000. Topics discussed included:

“[Universal and Cross-Platform Advertising Disclosures](#)”

“[Social Media Advertising Disclosures](#)”

“[Mobile Advertising Disclosures](#)”

“[Usability Research](#)” and “[Mobile Privacy Disclosures](#)”

The comment period is open through July 11, 2012. The Commission is targeting this Fall for issuance of updated guidance.