



INFORM Consumers Act – What Online Marketplaces and Sellers Need to Know

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Firm Event

June 21, 2023 from 12:00 pm to 1:00 pm (EDT)

Washington, DC

Zoom

In late June, a brand new law takes effect that could significantly affect online marketplaces and the companies that sell products there. As we discuss [here](#), the Integrity, Notification, and Fairness in Online Retail Marketplaces for Consumers Act (INFORM Consumers Act) requires online marketplaces to:

- (1) collect and verify certain information from “high-volume third party sellers,”
- (2) suspend sellers that fail to comply,
- (3) protect the data they collect from sellers, and
- (4) make various disclosures to consumers.

The new law charges the FTC, the state AGs, and “other state officials” with enforcement; gives the FTC rulemaking authority; and authorizes substantial civil penalties for violations.

Please join us for a timely webinar on this topic. Special Counsel [Abby Stempson](#) will discuss what the law requires, how it will affect online marketplaces and sellers, and how we anticipate the FTC and AGs will enforce it.

To view the presentation materials click [here](#).

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