

Register Now - Upcoming Webinars

July 19, 2020



This Wednesday, July 22 Selling Online: How to Avoid Flattening the Curve of an Uptick in Website Traffic [Register Here](#)

COVID-19 has increased the already dizzying amount of online sales, making the applicable marketing requirements increasingly important. These rules affect not just how companies advertise and promote products and services online, but also how they bill and otherwise interact with consumers before, during, and after a transaction.

This webinar will include practical tips to help companies minimize risk of enforcement and litigation and provide practical guidance. Topics include:

- Endorsers and Influencers
- Promotions and Pricing
- Subscription Plans and “Free” Trials
- Shipping and Delivery
- Consumer Reviews and the Consumer Review Fairness Act
- Customer Service Considerations – how timely refunds and responsiveness can help reduce legal risks

[Register Here](#)



July 29 Cleaning Up From 2020: Guidance for Disinfectant, Germ and Virus Killing Claims [Register Here](#)

COVID-19 has brought a proliferation of products claiming to kill or otherwise inhibit viruses, bacteria and other germs. These products, before they can be legally sold, are heavily regulated by the U.S. Environmental Protection Agency (EPA), Food and Drug Administration (FDA), and sometimes both. Major enforcement actions are pending against companies making illegal claims or selling unregistered products. Meanwhile, the FTC regulates advertising of many sanitizing products and the agency has pursued enforcement on companies that overstate their products’ germ-killing

performance.

Please join us for a webinar covering the basics of germ killing and related product claims.

Discussion topics include:

- The regulatory landscape: Who regulates what – EPA, FDA and FTC jurisdiction and requirements
- What can you say and when can you say it
- Potential liability and enforcement considerations
- What to do if you receive a warning letter or other enforcement action

Anyone who is currently making or planning to make pesticide products, microbiology laboratory personnel with efficacy testing responsibilities, manufacturers of sanitizing products including lights, retailers of sanitizing products, anyone new to claims or in need of a refresher should join us for this webinar.

[Register Here](#)



July 30 California Consumer Privacy Act (CCPA) for Procrastinators: What You Need To Do Now If You Haven't Done Anything Yet [Register Here](#)

The [coronavirus](#) pandemic has put many things on hold, but CCPA enforcement is not one of them. The California Attorney General's enforcement authority kicked in on July 1, 2020, and companies reportedly have begun to receive notices of alleged violation. In addition, several class actions have brought CCPA claims. Although final regulations to implement the CCPA have yet to be approved, compliance cannot wait.

If you're not yet on the road to CCPA compliance (or would like a refresher), this webinar is for you.

We will cover:

- Latest CCPA developments
- Compliance strategies
- Potential changes to the CCPA if the California Privacy Rights Act (CPRA) ballot initiative passes

Anyone who has not begun their CCPA compliance efforts or thinks they need a refresher should join us for this webinar.

[Register Here](#)

Also join our counterparts for:



Tuesday, July 21 Not Normal: the Challenges of a Changed Workplace [Register Here](#)

Four months ago, the Dow was close to 30,000, employment rates were at historic highs, the coronavirus was still “novel,” and millions had not yet taken to the streets in global protests against police brutality and racial inequality. The workplace we now return to exists in this supercharged social and political climate, with new rules, laws, risks and social issues creating new and uncharted waters for employers to navigate. Join Kelley Drye’s [Labor and Employment](#) partners [Barbara Hoey](#) and [Mark Konkell](#), as they identify risks and share pragmatic solutions to these [new challenges](#).

Topics will include:

- Politics, speech and activism in the workplace
- The changing role of HR
- What “diversity” means now
- New employment laws

[Register Here](#)



Find replays of our webinars and other key resources relevant to advertising and marketing, privacy, data security, and consumer product safety and labeling on the [Advertising and Privacy Law Resource Center](#).