

# Update on INFORM Consumers Act (and Reminder About Our June 21 Webinar)

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In May, we published a [blogpost](#) about the INFORM Consumers Act and its upcoming (now imminent) effective date of June 27, 2023. As that date grows closer, online marketplaces and sellers can learn all about the law by signing up for our June 21 webinar – [INFORM Consumers Act – What Online Marketplaces and Sellers Need to Know](#). The webinar takes place from 12:00 pm – 1:00 pm ET and you can sign up [here](#).

Our webinar will feature Kate White (another veteran FTC-er who served as an Attorney-Advisor for former Commissioner Noah Phillips); and [Abby Stempson](#) (a former Assistant Attorney General and official at the National Association of Attorneys General). We'll tell you what the Act requires; how the FTC and State AGs are likely to enforce it; and what you should be doing to get ready. We'll also answer your questions.

And note that we're not the only ones blogging about the Act. Last week, the FTC released a [blogpost](#) and [guidance](#) on INFORM, which we'll also address in our webinar.

We hope to see you at the webinar!