

Federal Trade Commissions (FTC) Advertising Requirements

Breakout Session Speakers: Alysa Hutnick & Lauri Mazzuchetti – Kelly, Drye & Warren LLP

This breakout session will cover the latest developments from the FTC, FCC, and private litigation addressing marketing practices to generate leads, from the FCC's evolving definition on "autodialer," FTC enforcement and business guidance, as well as recent case law addressing effective consent and disclosures, and whether certain communications are informational or marketing.