

BakerHostetler

What's Ahead? A Forum on Advertising, E-Commerce, Data Privacy & Security Law

March 3, 2020
The National Press Club
529 14th St. NW, Washington, DC

Confirmed speakers as of Feb.10, 2020

FTC Commissioner Noah Joshua Phillips

Laura Brett

Vice President
National Advertising Division
BBB National Programs, Inc.

Richard Cleland

Assistant Director, Advertising Practices
Bureau of Consumer Protection, FTC

Dona J. Fraser

Vice President
Children's Advertising Review Unit
BBB National Programs, Inc.

Michael Hahn

SVP & General Counsel
Interactive Advertising Bureau

Ayaz A. Minhas

Manager, Data Privacy & Digital Programs
Digital Advertising Accountability Program
BBB National Programs, Inc.

Maneesha Mithal

Associate Director
Division of Privacy and Identity Protection, FTC

Tony Ficarrotta

Counsel, Compliance and Policy
Network Advertising Initiative

James J. Pizzirusso, Partner

Hausfeld

Agenda *(may be subject to change)*

8 - 9am

Breakfast/Registration: Bring Your Ethics Appetite! Join us for registration, breakfast and one hour of ethics credit as we explore issues relating to advertising and marketing.

9 – 9:15am WELCOMING REMARKS

What's Next at the FTC? Five new Commissioners have made for an active agency full of new ideas and initiatives relating to online advertising, e-commerce and consumer privacy. Our panel of FTC insiders will cover the gamut of current and emerging hot button issues.

Future Forward: The State(s) of Privacy Law. While we wait to see whether Congress will pass federal privacy legislation, states are leading the way in enacting laws to protect consumer privacy. Hear from state AGs (invited) and FTC insiders as they highlight the cutting-edge issues surrounding state privacy regulation and potential federal and state data breach investigations.

e-Commerce. As brick and mortar stores continue to close and malls look to reinvent themselves, e-commerce continues to grow exponentially. We will explore some of the common questions and concerns surrounding e-commerce, including click wrap, arbitration agreements, shoppable ads and payment processing.

12:15pm LUNCHEON KEY SPEAKER: FTC COMMISSIONER NOAH JOSHUA PHILLIPS

Advertisers, Self-Regulate Thysself. As the National Advertising Division nears its 50th anniversary, it remains a vibrant presence when it comes to the (self) regulation of advertising. And like many of us, in its 50-year lifetime, NAD has produced numerous offspring, including CARU and the Direct Selling Self-Regulatory Council. Our esteemed panel of self-regulators will discuss the latest self-regulatory developments in the digital world and beyond.

The Path to Promotional Innovation. With an increasing number of emerging channels, touchpoints and technologies available to brands, it is more important than ever to understand how to avoid the legal risks that surround social media campaigns and prize promotions. We'll provide the tools that will help you develop the gold standard of best practices for your company.

Digital Advertising – Beyond the Cookie Conundrum. Meet the industry leaders that have developed and operate the digital ad industry's self-regulatory transparency and choice programs. Learn about the difference between opting out of sale and opting out of interest-based ads, the different programs that address each scenario, and how they all overlap. Topics will include GDPR and CCPA compliance; self-regulatory programs; enhanced notice, consent and choice; targeting based on sensitive information; geo-fencing and location-aware ads; and cross-device targeting.

Order in the Court. If your brand isn't entangled in some type of advertising litigation you must not be advertising. Our panel of litigation all stars will take you through some of the current hot button class action issues including automatic renewals, the Telephone Consumer Protection Act, sales pricing and data breach, as well as recent developments in the Lanham Act.

5pm Cocktail Reception