

## FTC & Consumer Protection

The growth of the Internet, the convergence of communications platforms, and the explosion of marketing methods, including location-based services and online behavioral marketing, have brought traditional Federal Trade Commission issues to the forefront for many businesses in the communications, entertainment, and technology industries, as well as for any business that collects, uses, or distributes information about individuals. Wilkinson Barker Knauer's team of consumer regulatory and privacy attorneys focuses on privacy, information security, and advertising issues before the FTC, FCC, and other agencies.

We have advised companies on all aspects of consumer privacy law, including traditional Telemarketing Sales Rules, Children's Online Privacy Protection Act, and CAN SPAM Act issues, as well as offering strategic advice on evolving privacy and data security standards. We also have helped clients develop privacy policies for a variety of services and applications, including those involving uses of consumers' online browsing and location information. Our advertising advice has covered matters such as product performance claims, children's advertising issues, mobile marketing programs, and requirements for broadcasters and bloggers under the FTC's revised Testimonial Guides.

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### HIGHLIGHTS

FTC issues now in the forefront for businesses that collect, use, or distribute information, including those in the communications, entertainment, and technology industries

Focusing on privacy, information security, and advertising issues before the FTC, FCC, and other agencies

Providing strategic advice on all aspects of consumer privacy law