



# Federal Advertising and Marketing Law Guide

*David Stemler*

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Supervision of a bank's marketing program and advertising materials is a complicated task. Banks large and small face a formidable array of regulatory provisions that significantly affect advertising campaigns. Failure to comply with provisions can lead to regulatory enforcement actions as well as costly consumer suits. The **Federal Advertising and Marketing Law Guide** serves as both a guide and a reference source for the use of marketing, compliance, and other persons responsible for preparing or supervising financial institutions' marketing programs and advertising material.

This practical guide includes coverage of:

- Telemarketing
- FTC Dot Com Guidance
- Compliance with the Children's Online Privacy Protection Act (COPPA)
- CFPB and FTC supervision
- UDAAP (unfair, deceptive, or abusive acts and practices)
- Marketing of credit card add-on products
- Webtracking

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