

2020 ANA/BAA Marketing Law Conference: A Virtual Experience

Virtual

11.10.2020-11.12.2020

Sheppard Mullin Participants:

Jason Mueller, Speaker, "BREAKOUT 1A: BASICS OF PROMOTIONS, SWEEPSTAKES, SKILL CONTESTS AND GAMING"

Liisa Thomas, Moderator, "PRIVACY ISSUES FOR ADVERTISERS IN AN ERA OF COVID AND CCPA"

BREAKOUT 1A: BASICS OF PROMOTIONS, SWEEPSTAKES, SKILL CONTESTS AND GAMING

When:

Tuesday, November 10, 2020

11:10 a.m. - 11:55 a.m.

About:

This session will provide an introduction to sweepstakes and skill contests, and the key terms you will need to more fully understand the rest of the conference. This session will also deal with the latest rules and most recent updated platform specific requirements for simple and hybrid promotions/marketing.

PRIVACY ISSUES FOR ADVERTISERS IN AN ERA OF COVID AND CCPA

When:

Thursday, November 12, 2020

2:18 p.m. - 3:08 p.m.

About:

As we continue to navigate through these unusual times, the "new normal" is raising a host of issues for advertisers and agencies alike. As companies shift activities to the virtual world, new issues arise, as well as an increase in "old" questions as well. During this timely and topical session, panelists will explore some of the top issues facing companies in the privacy space. Legal topics will include how to handle rights requests under CCPA, addressing COPPA in a world of Internet of Things, and more. We will also address how the privacy function in organizations can support their remote business teams, including adequately understanding data activities, methods for privacy training, operationalizing privacy-by-design, and more.

Attorneys

Liisa M. Thomas

Practice Areas

Advertising

California Consumer Privacy Act (CCPA)

Privacy and Cybersecurity

Industries

Advertising