



Association of National Advertisers | Brand Activation Legal Committee Meeting Webinar

Davis+Gilbert will be hosting the ANA Brand Activation Legal Committee webinar on Thursday, April 21.

Panelist include:

- Paavana Kumar will provide an overview of the latest federal and state updates regarding free trials, subscription and negative option programs, including sign-up, acknowledgment and cancellation requirements.
- Zachary Klein is providing insight on an international prospective with European Privacy Law updates.
- Samantha Rothaus will be discussing the impact that COVID-19 has had on the production of commercials and other content, including overarching risk concerns advertisers and agencies should keep in mind during the planning stages, as well the ever-changing health and safety guidelines and best practices for conducting such productions safely and successfully.
- David Greenberg will give updates on recent developments concerning arbitration clauses and class action waivers in marketing and promotional programs.

Related People

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