



## **PRIVACY, TELEMARKETING, CANSPAM AND YOU: THE CURRENT STATE OF AFFAIRS**

*Presentation By:*

B.T. Casey

Partner

**LOCKE LORD BISSELL & LIDDELL, LLP**

Recent changes in Federal rules and developments in the courts have made getting and protecting customers even more challenging. The Federal Trade Commission's Red Flags Rule, a measure taken by the FTC to combat identity theft, affects a number of companies in many industries as all struggle to comply. How do you know if your company is affected? What steps will keep you in compliance? Additionally, recent rulings in the courts have affected how those who utilize alternative means to contact clients and customers. Who can you contact? When and by what means? The warranty world is not immune to these developments.

This session will provide an overview of recent rule changes and court decisions that can affect how the warranty world does business. Speaker Brian Casey will address current legal issues in these and relative matters and provide detailed analysis while offering tips and strategies to keep attendees in compliance protecting both their businesses and their customers!

Participants will learn the following:

- Insight into the current state of FTC rulings regarding Red Flags as well as an update on the current privacy laws.
- What developments have taken place in the world of telemarketing and CANSPAM that affect attendees.
- The background necessary to determine if their businesses are in compliance and just how susceptible they may be to risk using real world examples.