

Attorneys Karen A. Jeffers and Russell F. Anderson Presented "Sweepstakes, Contests & Promotions" Webinar for American Association of Advertising Agencies

March 22, 2017

Pullman & Comley attorneys Karen A. Jeffers, and Anderson Bio" rel="noopener noreferrer" href="http://www.pullcom.com/attorneys-russellanderson.html">Russell F. Anderson, presented "Sweepstakes, Contests & Promotions," on Wednesday, March 22, 2017, as part of the American Association of Advertising Agencies' "Advertising & The Law" webinar series.

The presentation, designed for junior to mid-level advertising professionals, covered the basic rules, regulations, and dos and don'ts of promotions, including:

- Text message promotions
- Limitations imposed by the Telephone Consumer Protection Act (TCPA)
- Conducting promotions on social media
- How the Children's Online Privacy Protection Act (COPPA) may be involved
- Privacy issues and collecting participant data

Professionals

Russell F. Anderson

Karen A. Jeffers

Practice Areas

Intellectual Property and Technology

Market Research

Marketing, Advertising and Entertainment

Privacy and Data Security

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