



FTC LAUNCHES NEW OFFICE OF TECHNOLOGY FOR DIGITAL WORLD

On February 17, the Federal Trade Commission announced a new Office of Technology to keep pace with technological developments in the digital marketplace. The Office of Technology will support the FTC's law enforcement and policy work and will have dedicated staff and resources. The Office will be headed by the FTC's Chief Technology Officer Stephanie Nguyen. The new office comes after years of FTC effort to grow its in-house capabilities to address evolving technologies and market trends.

Specifically, the FTC has announced that the Office of Technology will: (i) support FTC investigation techniques into business practices and underlying technologies, (ii) devise remedies, (iii) advise and engage on FTC policy and research initiatives and (iv) highlight market trends and emerging technologies that impact the FTC's work.

We have extensive experience helping clients comply with digital marketing and e-commerce requirements that concern the FTC, CFPB and other state and federal regulators, such as online advertising, endorsements, Truth-in-Lending and Regulation Z, UDAP/UDAAP, the E-SIGN Act, state privacy laws and state UETA laws. If you have any questions regarding digital compliance, please let us know. ☐

✧ *Mike Tomkies and Benjamin Hurford*

LOOKING FOR A MARKETING AND PRIVACY COMPLIANCE RESOURCE? We publish an easy-to-use reference, our **MARKETING AND PRIVACY DIGEST**, that compiles the state laws governing financial privacy, fair credit reporting, telemarketing/automatic dialing and announcing devices, telephone monitoring and recording, electronic signatures and restrictions on the use of social security numbers by financial service providers. Creditors, marketers and servicers should find this resource invaluable to marketing and privacy program development and regulatory compliance. **Contact us for details.**

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