The Lead-up to 2020: Hot Legal Topics for Lead Generators, Lead Buyers, and Lead Brokers

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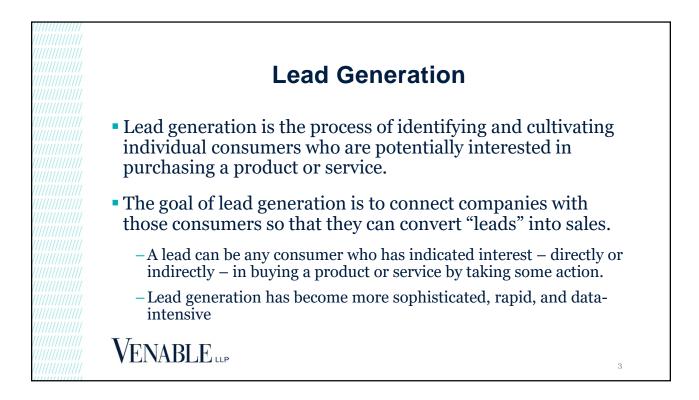
Agenda

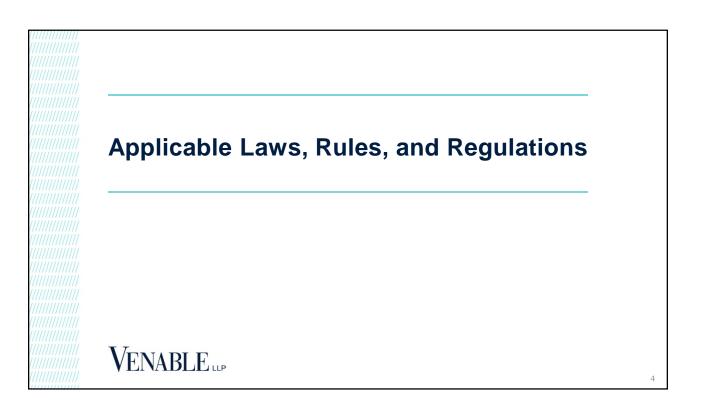
- Applicable Laws, Rules and Regulations
- Tips for Lead Generators and Lead Buyers
- Lead Generation Agreements
- Enforcement Actions and Litigation

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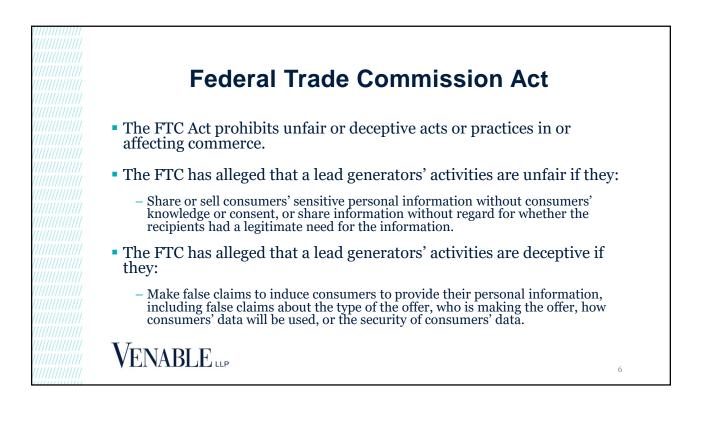
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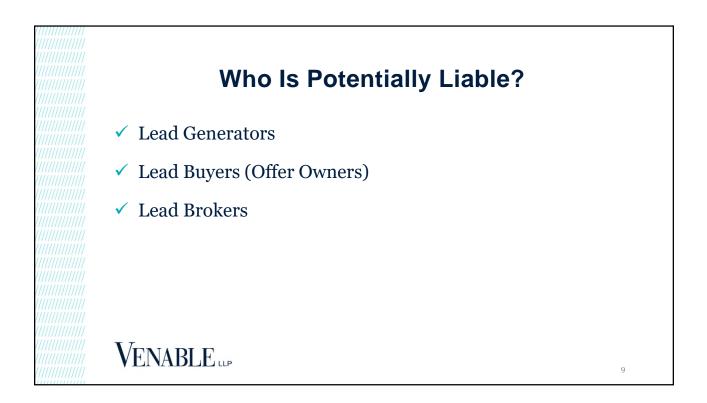


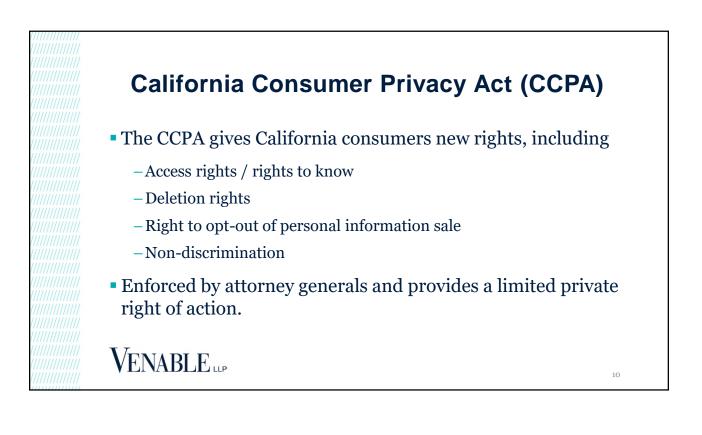


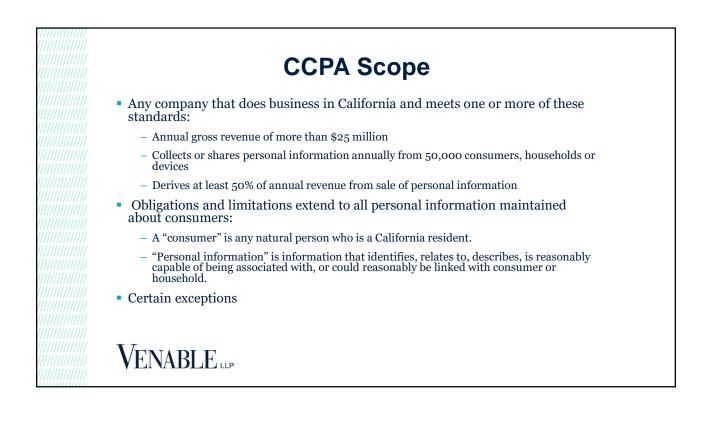








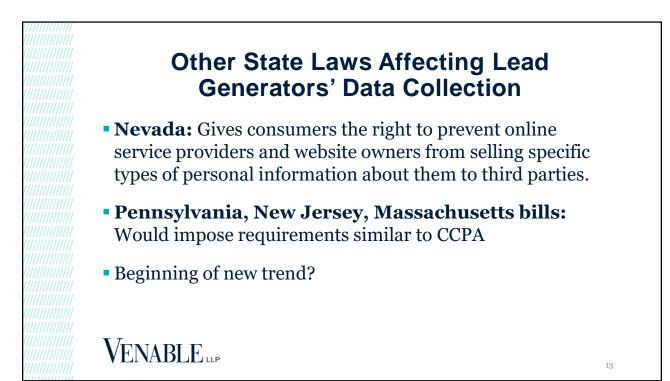


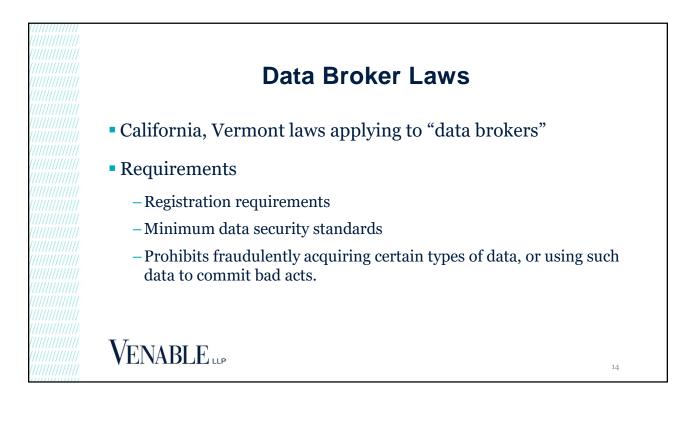




- Responding to access requests and knowing where the lead was passed
 - Providing consumers the categories and specific pieces of personal information that a business has collected, sold to a third party, or disclosed to another person for a business process within the past year.
- Honoring opt-out requests
 - Determine how individual rights request will be honored and test this process
- Data retention issues complying with deletion requests while protecting against legal challenges
- Document data processing activities for the data collected, used, disclosed and or sold
- Including contractual provisions for data sharing and data security compliance
- Data security issues
- Review if you need to make any process or technological changes to comply with the law
- Analyze the risks of noncompliance

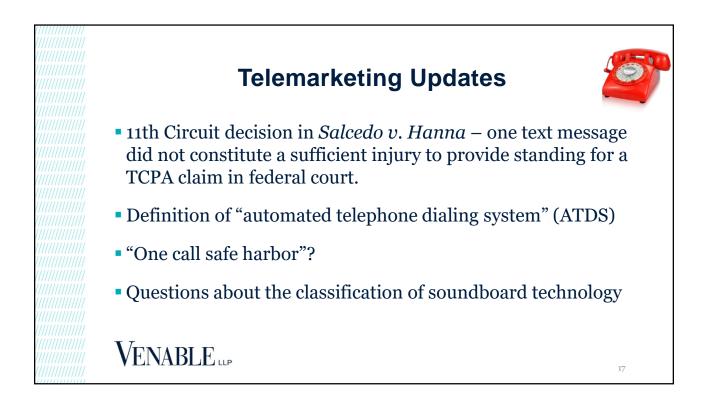
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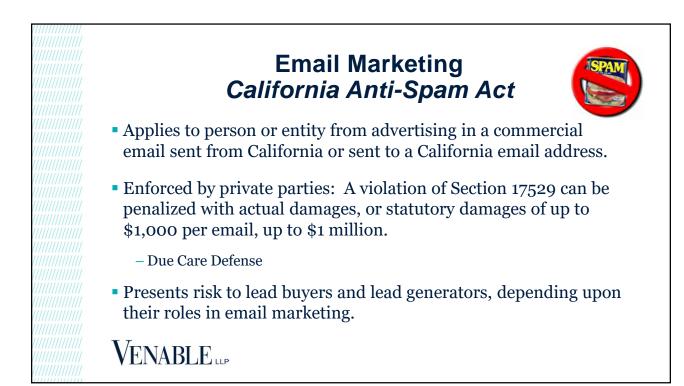




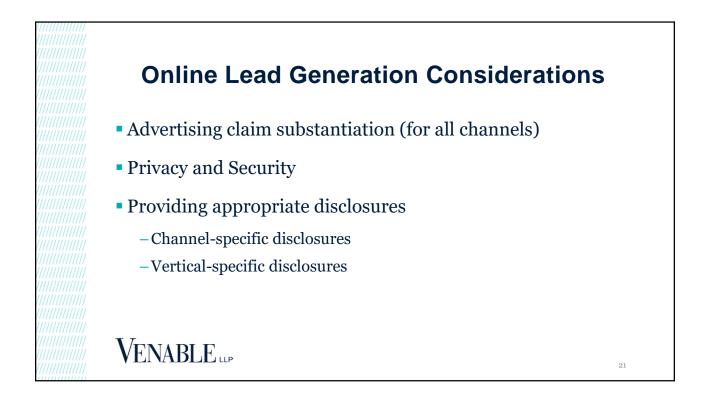






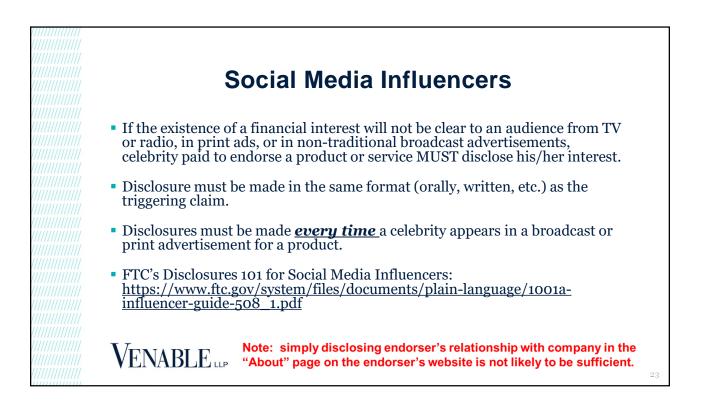




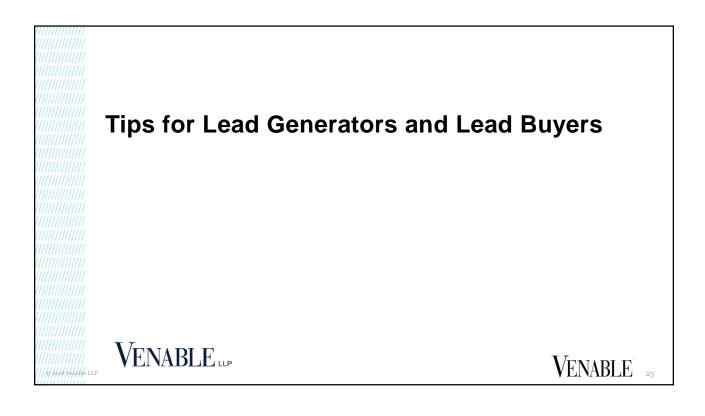


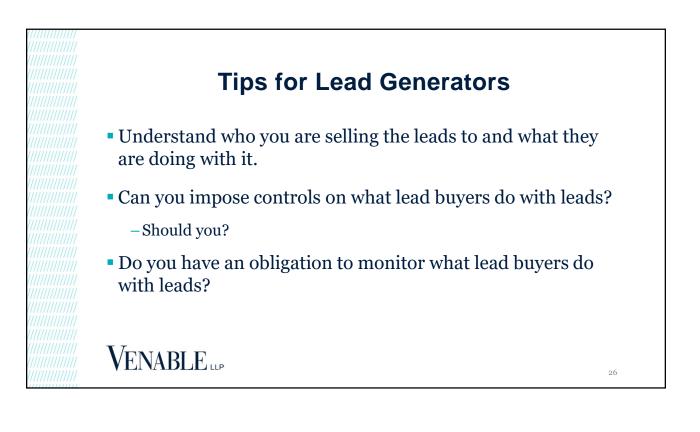


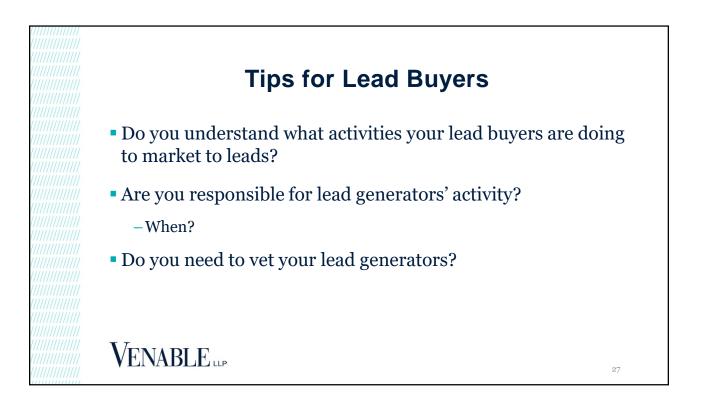
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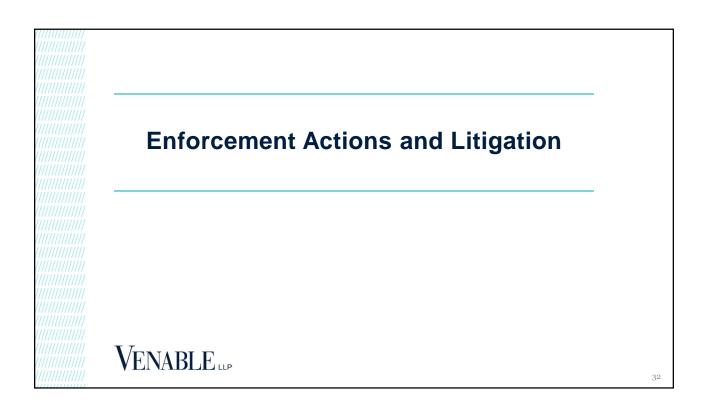


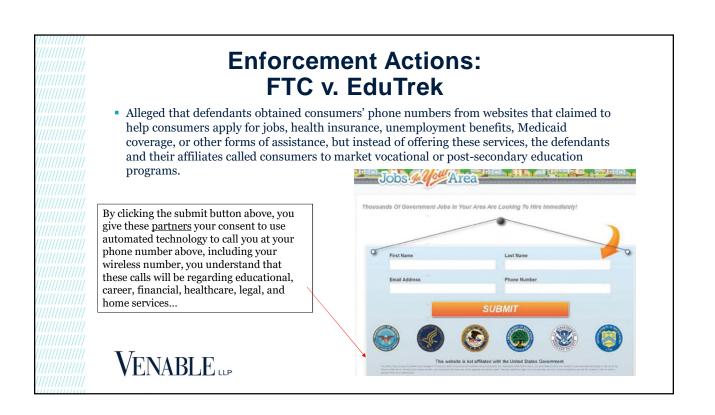
- Indemnification provisions impose defense obligations.
- Considerations:
 - Lead buyer/offer owners' obligations differ from lead generators' obligations.
 - Vertical-specific considerations (advertising claims and disclosures, registration requirements)
 - Channel-specific considerations
 - If a violation of the law may occur, how and when could it occur?
 - Practical risks

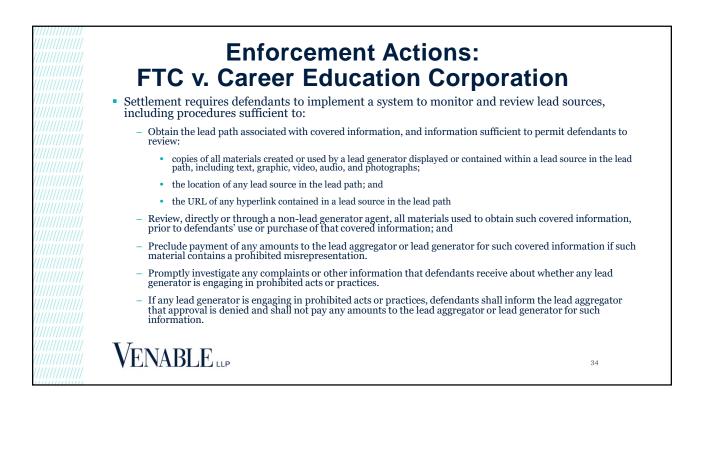
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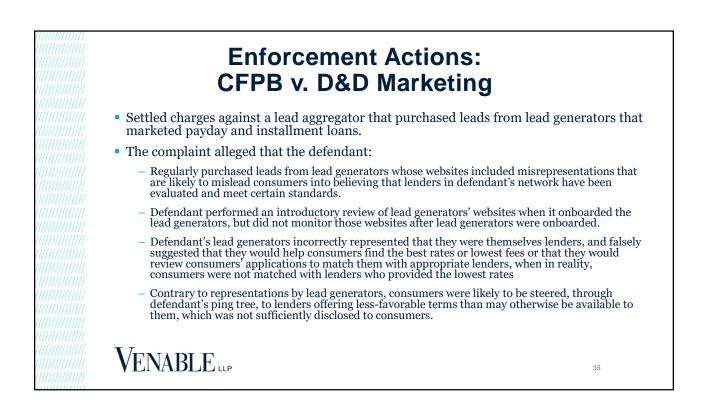
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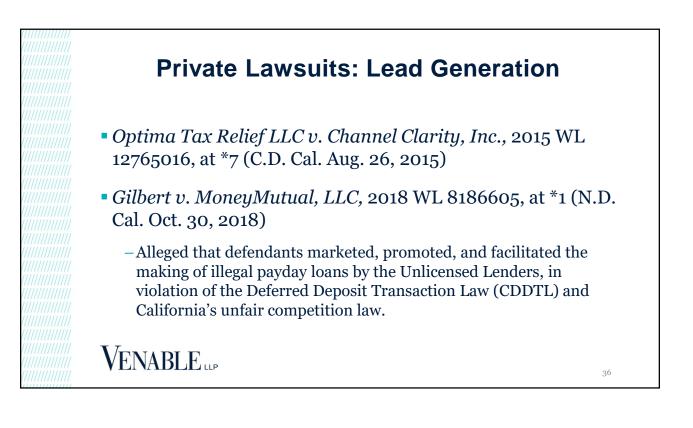












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