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Law Firm of the Year, National Advertising, *U.S. News and World Report*, 2012 and 2014



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**Venable's Advertising and Marketing Practice Group**

**Venable's Consumer Financial Protection Bureau Task Force**

## Consumer Financial Products Will Be Focus of FTC Workshop on Lead Generation

The Federal Trade Commission (FTC) has announced it will explore the growing use of online lead generation in various industries, including consumer lending, mortgages, and education, in a workshop on October 30, 2015.

The workshop, "Follow the Lead: An FTC Workshop About Online Lead Generation," will gather a variety of stakeholders, including industry representatives, consumer advocates, and government regulators, to discuss consumer protection.

Topics include:

- How online lead generation works and its variations, depending on the industry;
- What types of lead generation conduct may be unlawful under the FTC Act's prohibition against unfair or deceptive practices;
- Best practices for entities that generate and sell consumer leads; and
- How consumers can avoid unlawful conduct in the online marketplace.

The FTC is seeking research, recommendations for discussion topics, and requests for panelists in advance of the workshop. Relevant information may be provided to [leadgen@ftc.gov](mailto:leadgen@ftc.gov) by August 25, 2015. The deadline for submission of public comments about the workshop is December 20, 2015.

The FTC is not the only federal enforcement agency focused on lead generation activity by consumer financial services providers. The Consumer Financial Protection Bureau (CFPB) also has been focused on advertising and marketing of student loans, mortgages, and consumer loans, including by lead generators. The FTC, CFPB, state attorneys general, and other government agencies are increasingly scrutinizing lead generation advertising and coordinating in unprecedented ways.

### Upcoming Event

#### "Navigating a Path to Self-Regulation: Strategies to Bring to Lead Generation" at LeadsCon New York

Wednesday, August 26, 2015 | 1:30 - 2:10 p.m. ET

New York Hilton  
 1335 Avenue of the Americas  
 New York, NY 10019

Government enforcement and regulation by the Consumer Financial Protection Bureau, Federal Trade Commission (FTC), and state attorneys general is on the rise. Self-regulation by the industry may make it

easier for buyers and sellers of inquiry-based advertising to do business. This session will explore ways to develop a self-regulatory structure that works across sectors, for buyers and sellers of leads of all sizes, and takes into account the evolving legal and regulatory landscape.

[Click here to register or for more information.](#)

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## Related Articles and Presentations

Consumer financial products and services providers and their third-party marketers, including online lead generators, need to be prepared to respond to increased scrutiny. Below is a list of several relevant articles and presentations from our attorneys.

*To view any of these articles, alerts, or presentations, please click on the title.*

[Preparing for a CFPB Examination or Investigation \(Presentation\)](#)

[CFPB Compliance Myths That Deserve Debunking \(Article\)](#)

[Advertising and Marketing Law Fundamentals for Consumer Financial Products and Services \(Presentation\)](#)

[FTC Continues Enforcement Push on Mortgage Lead Generation \(Article\)](#)

[Mortgage Lending: Important Lessons about Advertising, Affiliates, and Authorizations \(Article\)](#)

[Understanding Federal and State AG Financial Services Enforcement Trends \(Presentation\)](#)

[Self-Regulation and the Lead Generation Market \(Presentation\)](#)

[The FTC's Revised .com Disclosures Guide: What Third Party Advertisers and Lead Generators Need to Know \(Presentation\)](#)

[Student Recruitment, Third-Party Vendors, and the Federal Trade Commission \(Presentation\)](#)

[CFPB Examination Procedures for Student Lenders \(Article\)](#)

[Senators Push FTC to Investigate Online "Lead Generators" \(Article\)](#)

[Consumer Financial Protection Bureau Investigations and FTC Coordination Tips and Techniques \(Presentation\)](#)

[Telemarketing, E-mail, and Text Message Marketing: Tips to Avoid Lawsuits \(Presentation\)](#)

[Understanding New Restrictions on Advertising GI Bill Benefits \(Article\)](#)

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