

Marketing Law Series – Part 2: Privacy & IP in Online Advertising



ORIGINAL PROGRAM DATE

August 11, 2025

AVAILABLE MEDIA TYPES

Video & Audio MP3

REPORTING YOUR CREDIT

This on-demand seminar was originally presented as a live webcast on August 11, 2025. If you attended the live webcast and reported CLE credits, you cannot also report credits from watching or listening to this recording if repeated within your three-year reporting period.

DESCRIPTION

Join us on-demand for part two of a CLE series on marketing law. In this session, you'll learn about:

- Privacy requirements and risks in direct marketing and online advertising
- IP and privacy concerns when using artificial intelligence (AI) in the creation of marketing campaigns

AGENDA

1 Privacy Requirements and Risks in Direct Marketing and Online Advertising

This session explores the privacy rules of the road with respect to digital marketing and advertising. We will address how requirements are evolving due to new laws, enforcement trends, and changes in technologies. Attendees will gain an understanding of key privacy considerations and legal obligations when engaging in marketing and targeted advertising. This session will cover:

- CAN-SPAM, TCPA, and other privacy laws affecting email, phone, and SMS marketing,
- State and federal laws impacted targeted advertising,
- Recent enforcement and litigation trends, and
- Practical tips for managing risk

Mike Hintze – Hintze Law PLLC, Seattle, WA

Leslie Veloz – Hintze Law PLLC, Seattle, WA

2 The Pitfalls of Using AI in Marketing

The session will review the use of generative artificial intelligence in the creation of marketing campaigns and materials, and how this can be an intellectual property and privacy nightmare. Learn the biggest dangers and how to effectively advise on mitigating them.

Steve Tapia – Seattle University School of Law, Seattle, WA