

VLP Law Group Partner Char Pagar Featured in the *Inside Counsel* article “Technology Advances Make Compliance Complicated for Companies”

VLP Law Group Partner Char Pagar was interviewed in the *Inside Counsel* article “Technology Advances Make Compliance Complicated for Companies.”

The article reported on the legal issues surrounding celebrity endorsements on social media.

Char, who advises clients on general advertising law issues like claim substantiation, comparative claims, loyalty programs, environmental claims, rebates, coupons, price advertising, email marketing, telemarketing, and text message marketing, shared how advances in technology are making the regulations unclear and how companies can ensure that they are in compliance as those regulations continue to be updated.

“I believe the regulatory standards themselves are often fairly clear and well-established, but what can sometimes be less clear is how the regulators plan to apply those standards to new technologies,” she explained.

So, how can companies ensure that they are in compliance as those regulations continue to be updated? The FTC regularly issues business guidance documents, like its *Endorsement Guide FAQs*, to help educate companies about how the agency applies its existing standards to new technologies.

“Companies that want to manage their risks prudently would do well to read those FTC guidance documents,” said Char. “For more guidance, companies can also keep up with the complaints the agency has filed and the settlement agreements into which the agency has entered those documents can provide important information on the agency's analysis as well as its priorities.”

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