

California – Postal Marketing

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OneTrust DataGuidance

Advertising, Marketing & Promotions practice chair Andrew Lustigman, Intellectual Property/Privacy partner Mary Grieco, AMP partner Scott Shaffer, and associate Morgan Spina authored a Guidance Note on direct marketing in California recently published in the prestigious OneTrust DataGuidance (subscription required). In the Note, entitled “California – Postal Marketing,” the authors explore various state and federal laws on postal marketing, such as California’s “Mail Solicitation Law” and the federal “Deceptive Mail Act.”

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PRACTICE AREAS

Advertising, Marketing & Promotions
Direct Marketing Law
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