



The Manual

Advertising Compliance Boot Camp with Workshop

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Financial institutions continue to struggle with advertising regulatory requirements, particularly when the competition seems to “get away with not complying.”

This manual covers the ins and outs of the advertisement compliance rules as well as what is not in the regulations that should be considered to avoid costly products or risk. The manual dives into Regulation DD, Regulation Z, UDAP/UDAAP, CAN SPAM, COPPA, FCRA, NDIPs, RESPA and more. It also explores business considerations that could create costly products or present higher risk, including potential UDAP/UDAAP risk.

Here is what is covered:

► Advertising essentials

► General

- Deposit insurance
- Equal housing logo
- Social media

► Deposits

► NDIPs

► Lending

- Fair Lending
- RESPA Section 8
- Prescreened offers

► UDAP/UDAAP

► Lotteries and sweepstakes

► CAN SPAM

► Substantiation

► COPPA

► Nuances and gotchas

- Business considerations

► Workshop examples

The manual is detailed with narrative explanations of regulatory requirements and examination procedures. The manual is an excellent resource for future reference.

HOW TO ORDER

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Louisville, KY 40207

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