

On-Demand

2024

Webinar

Advertising Deposit Accounts

Originally presented on
Tuesday, March 19, 2024
(2.0 hours)

Presented by
Anne M. McEvilly, Esq.
Principal of Aldrich & Bonnefin, PLC*



WHO SHOULD ATTEND?

Marketing department personnel,
Operations personnel,
Compliance officers,
In-house legal counsel

Presented by Counsel for Bankers' Compliance Group®
ALDRICH & BONNEFIN, PLC

This comprehensive Webinar will cover various forms of deposit promotions, including lottery prohibitions, “free” account marketing campaigns, “refer-a-friend” promotions and other giveaways. Our discussion will include a review of regulatory compliance expectations impacting deposit advertisements, including Regulation DD advertising disclosure requirements and IRS information reporting.

We will also discuss the FDIC’s recent modernization of its official sign requirements, with a focus on the impact to advertisements, websites and false advertising concerns.

This Webinar presentation will include a closer look at relevant regulatory consent orders and the hard “lessons learned” of other institutions.

Highlighted areas will include:

- “New” FDIC’s final rule impacting advertisements (compliance deadline 01/01/25)
- California law impacting lottery promotions
- “Free” accounts and services
- “Refer a Friend” programs
- Bump-rate and “liquid” CDs
- UDAAP considerations
- Impact on IRS information reporting obligations
- Overview of Reg DD advertising disclosures

ON-DEMAND STREAMING AVAILABLE

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&
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* Janet Bonnefin is retired from the practice of law with the firm.

Advertising Deposit Accounts — On-Demand

ON-DEMAND WEBINAR

This Webinar was originally presented on March 19, 2024. There will be no live Q&A sessions but the recording does include the

Member Status	On-Demand Pricing
BCG Member	\$335
BCG Non-Member	\$435

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BCG Members: This On-Demand Webinar is offered to BCG members on an optional basis. We will include the registration fee on the BCG Member's monthly BCG invoice.

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ACCREDITATION

(Continuing Education credit will be provided only to the registrant)

MCLE: As an added benefit we are offering this On-Demand webinar to in-house attorneys for MCLE credit. This activity has been approved for Minimum Continuing Legal Education credit by the State Bar of California in the amount of **2.0 hours**. Aldrich & Bonnefin certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education.