

On-Demand

2025

Webinar

Marketing Minefields: Identifying and Reducing Financial Institutions' Advertising Risks

Originally presented on
Thursday, October 16, 2025
(2.0 hours)

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

Financial institutions face heightened regulatory scrutiny and litigation risk regarding their marketing and advertising practices. In addition to ensuring compliance with any applicable laws or regulations, institutions must also consider UDAP/UDAAP risks. Join us for a two-hour Webinar which will cover a number of rules governing institutions' marketing and advertising practices, as well as recent developments that may impact disclosures contained in marketing materials. The Webinar will also provide numerous compliance practice tips, including the importance of ensuring advertised terms match actual product features, fees, and back-end practices. Because ad risk remains high, this Webinar is not one to miss.

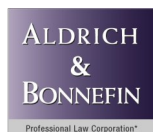
HIGHLIGHTS

- Consumer Lending Advertising Compliance (Including TILA/Reg Z and ECOA/Reg B)
- Deposits and Operations-related Advertising Considerations (Including EFTA/Reg E, TISA/Reg DD)
- California "Junk Fee" Advertising Rules
- UDAP, UDAAP, and the California False Advertising Law
- Recent Developments

WHO SHOULD ATTEND?

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

ON-DEMAND STREAMING AVAILABLE



** Janet Bonnefin has retired from the firm.*

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Marketing Minefields: Identifying and Reducing Financial Institutions' Advertising Risks —On-Demand

ON-DEMAND WEBINAR

This Webinar was originally presented on October 16, 2025. There will be no live Q&A sessions but the recording does include the recorded Q&A sessions. This program is 2.0 hours in length.

Member Status	On-Demand Pricing
BCG Member	\$335.00
BCG Non-member	\$415.00

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PAYMENT

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ACCREDITATION

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

MCLE: As an added benefit we are offering this 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.