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[REDACTED] FYI: FTC 10/30/15 Workshop on Lead Generation

FTC Announces Workshop to Examine Online Lead Generation: Follow the Lead: An FTC workshop on lead generation

<https://www.ftc.gov/news-events/events-calendar/2015/10/follow-lead-ftc-workshop-lead-generation>

<https://www.ftc.gov/news-events/press-releases/2015/07/ftc-announces-workshop-examine-online-lead-generation>

The Federal Trade Commission is hosting a workshop on October 30, 2015 to explore online lead generation in various industries including lending and education. The workshop will bring together a variety of stakeholders, including industry representatives, consumer advocates, and government regulators.

Lead generation is the practice of identifying or cultivating consumer interest in a product or service, and distributing this information to third parties. For example, as consumers search the Internet for all kinds of goods and services, they may express interest in or make an inquiry regarding specific products or services, such as educational programs, mortgages, or small-dollar loans, by submitting their personal information online. These consumer "leads" sometimes contain sensitive personal and financial information that may travel through multiple online marketing entities before connecting with the desired businesses. The workshop will explore the consumer protection issues raised by the practices of the lead generation industry, and what consumers and businesses should know and do to address them.

The FTC has invited the public to submit research, recommendations for topics of discussion, and requests to participate as panelists. The FTC has set up an email box for anyone interested in being a speaker at the event or suggesting additional topics for discussion. It is leadgen@ftc.gov and will be open until August 25, 2015.

The workshop is free and open to the public.

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We will attend and send a write-up of issues discussed at the event.

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