# Advertising Law Compliance

This playbook provides a framework for businesses to ensure they adhere to advertising and marketing laws. It delineates steps to understand and apply regulations to marketing practices to maintain legal compliance.

### Step 1: Research

Identify and study the local, state, and federal advertising laws applicable to your business sector.

### Step 2: Review

Regularly review marketing materials (including online content, print media, and broadcast messages) for compliance with the identified laws.

### Step 3: Train Staff

Provide training for marketing staff on legal requirements and the importance of compliance in advertising practices.

### Step 4: Monitor Changes

Establish a system to stay informed about changes in advertising laws and regulations, ensuring ongoing compliance.

### Step 5: Legal Consultation

Consult with legal experts to get advice on complex legal questions or when launching major campaigns.

### Step 6: Revise Practices

Update company advertising policies and practices as necessary to align with current advertising laws.

### Step 7: Document Compliance

Keep detailed records of compliance checks and any actions taken to correct non-compliant practices.

### Step 8: Review Contracts

Ensure that contracts with advertising agencies and third parties reflect compliance with advertising laws.

### Step 9: Handle Violations

Develop clear procedures for handling any violations, including internal reporting mechanisms and remediation steps.

### Step 10: Report

Prepare periodic compliance reports for internal use and, if required, for regulatory agencies.

## General Notes

### Up-to-date Information

Make sure to use the most current legal resources and updates since advertising laws can change frequently.

### Tailor Training

Customize staff training to reflect the specific aspects of advertising laws that affect your business directly.

### Risk Assessment

Regularly conduct risk assessments to evaluate the potential legal implications of your advertising and marketing strategies.