



How to Stay Connected

By Reading The ADviser

[ANA webinars](#) including our own Legal and Regulatory Webinar series, as well as, daily webinars from different departments in the ANA

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Email the Washington Office anytime at washington@ana.net. We strongly encourage you to reach out to setup virtual one-on-one meetings with the ANA DC Office.

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[ANA.net](#) which includes [The Marketer's Guide to Coronavirus Response](#), [The Marketing Knowledge Center](#), [ANA's Ask the Expert](#), and [More](#).

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New Bills

- [H.R. 6913](#) - A bill to protect local media, and for other purposes.
- [H.R. 6929](#) - A bill to require the Secretary of Commerce and the Federal Trade Commission to conduct a study on facial recognition technology.
- [H.R. 6938](#) - A bill to require the Secretary of Commerce and the Federal Trade Commission to conduct a study on blockchain technology.
- [S. 3771](#) - A bill to require the Secretary of Commerce to establish the Federal Advisory Committee on the Development and Implementation of Artificial Intelligence.

News of Interest

- [ANA Urges Federal Lawmaker To Oppose California Privacy Proposal](#), *Mediapost*, May 21, 2020
- [Right to Privacy Extends to Foreign Internet Users, German Court Rules](#), *NYT*, May 19, 2020
- [ANA to Hill: CCPA Rules Threaten Financial Health of Journalism](#), *Multichannel*, May 21, 2020
- [France proceeding with digital tax, regardless of international reform efforts](#), *Apple Insider*, May 18, 2020
- [House Democrat to introduce bill cracking down on ad targeting](#), *The Hill*, May 22, 2020

Word on the Street

Ramp up your Memorial Day with a Red, White, & Boom!

- 1¾ oz. vodka
- ¾ oz. lemonade
- ½ oz. triple sec
- 1 oz. cranberry juice
- 6 limes, juiced
- 12 c. ice
- Garnish: blueberries and strawberries
- Combine all ingredients in a large pitcher filled with ice. Garnish with blueberries and strawberries.

Recipe Source: Svedka

Save the Date

- [ANA/BAA Advertising and Marketing Law Conference](#) – November 11 – 13, 2020 in Chicago

Federal Affairs

[ANA Responds to Letter from Rep. Adam Schiff](#)

Last week, House Intelligence Committee Chairman Rep. Adam Schiff (D-CA) sent a [letter](#) to ANA and several other advertising-oriented associations raising concerns about the placement of advertising in light of the coronavirus pandemic. Yesterday, ANA responded by sending a [letter](#) to Rep. Schiff which, among other things, highlighted the important steps that the advertising industry has taken to negate the negative impacts of key word blocking.

ANA's Dan Jaffe penned a blog on this and other issues that can be found [here](#).

[House Energy and Commerce Subcommittee Members Discuss Data Privacy and Robocalls During Teleconference Forum with FCC Chairman](#)

On May 19, 2020, the House Committee on Energy and Commerce's Subcommittee on Communications and Technology held a press-only [teleconference forum](#) on COVID-19's impact on consumer protection and other matters with Federal Communications Commission (FCC) Chairman Ajit Pai. During his opening statement, Chairman Pai stated that the FCC has focused on consumer protection during the COVID-19 pandemic, including increased efforts to combat international robocalls related to COVID-19 "scams."

In response to a question from Rep. Debbie Dingell (D-MI) regarding a "surge" of robocalls, Chairman Pai highlighted that the FCC and Federal Trade Commission (FTC) had sent [letters](#) to service providers requesting them to block international robocalls and that the FCC has an ongoing investigation regarding robocalls. Rep. Dingell noted that location data is being used in contact tracing and encouraged the FCC to prioritize data protection in its consumer protection efforts.

[Input Needed on Multiple Comments to the FTC](#)

FTC Endorsement Guidelines:

- We will be completing comments to the FTC on the endorsements and testimonial

guidelines. An outline of that document is available [here](#). **The comments are due on June 13**, so it is important that we receive input from our members soon.

FTC Safeguards Rule:

- The FTC has filed a Request for Comment in regard to proposed changes to its Gramm-Leach-Bliley Act (GLBA) Safeguards Rule. **ANA has developed draft comments and your input is critical.** The comments can be accessed [here](#).

If you have questions in regard to this matter, please contact Dan Jaffe at 646.369.4886 (cell) or at djaffe@ana.net.

State Affairs

Oregon Attorney General Releases Two Approaches for Data Privacy Legislation

Last Friday, the Oregon Attorney General's office released two outlines for data privacy legislation that may be introduced in the 2021-22 legislative session.

The drafts take two different approaches to data privacy (1, 2). The most notable difference between the two relates to enforcement: one draft includes a private right of action, while the other does not.

While the Attorney General will submit both outlines to the legislative counsel for drafting into bill form, she has signaled the need to evaluate revenue forecasts, fiscal impacts (both for the State and for businesses), other legislative priorities, and other information resulting from the COVID-19 crisis on how – and whether – now is the time to move forward with legislation.

ANA will remain engaged and alert members when the bill drafts are released later this year.

State Legislative Weekly Tracker

Click [here](#) for a summary report of this week's legislative activity in the states. To schedule a tutorial provided by a member of the team at Leonine Focus please contact Travis Frazier (tfrazier@ana.net).

Contact Us

If you have questions on any of the issues mentioned in the ADviser, please feel free to contact ANA's Government Relations team in Washington, D.C.:

- Dan Jaffe, Group Executive Vice President, Government Relations (djaffe@ana.net)
- Chris Oswald, Senior Vice President, Government Relations (coswald@ana.net)
- David Buzby, Senior Director, Government Relations (dbuzby@ana.net)
- Meghan Salome, Director, Government Relations (msalome@ana.net)
- Travis Frazier, Associate Manager, Government Relations (tfrazier@ana.net)

You can also reach the D.C. office at any time at 202.296.1883

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