

Events

Website Weak Spots: Hidden Risks Every DTC Brand Should Know (Webinar)

Related Attorneys

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Related Services

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Related Industries

Retail and Consumer Products

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Attorneys representing the Vorys eControl, litigation, labor and employment, intellectual property and privacy and data security practice groups will present a webinar titled "Website Weak Spots: Hidden Risks Every DTC Brand Should Know" on October 14 from 2:00 to 3:00.

The attorneys will provide an interactive, rapid-fire legal health check on common direct-to-consumer (DTC) website risks, an important topic as sales from DTC websites are forecast to be more than \$185 billion during 2025. Hidden compliance gaps such as auto-renewal traps, strike-through sale pricing, privacy pitfalls, AI misuse, diversion opportunities and more could undermine business' brand protection efforts and exposing them to litigation or regulatory penalties.

This webinar is designed for in-house counsel, marketing leaders, eCommerce professionals and brand protection teams.

To learn more and register for this event, [click here](#).