



## COHEAO Webinar at a Glance

### The Telephone Consumer Protection Act (TCPA) and Its Impact on Campus

Thursday, February 19, 2015  
From 2:00 PM-3:30 PM

This webinar will provide listeners with the basics on how TCPA impacts the operations of institutions of higher education and their vendor partners with a particular focus on institutional loans and accounts receivable issues on campus. Mark's presentation will offer sample recommendations on language that can be inserted into agreements to provide a broad expressed consent authorization to communicate. It will also address efforts from the business community to foster changes and updates for a truly outdated law.

Mark Brennan is a partner in the global communications group at Hogan Lovells, where he focuses on consumer protection and new technologies. He has been advising clients on Telephone Consumer Protection Act issues for about 9 years and leads the firm's TCPA policy and regulatory compliance practice. He also works closely with the firm's class action litigation team on TCPA defense and other cases. In addition to his TCPA and telemarketing experience, Mark advises clients on consumer protection matters related to federal and state data privacy and security laws.