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David Stein authors MBA's social media and digital advertising compliance guide

Industries & Practices

Banking & Financial Services

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David Stein, of counsel and chair of Bricker & Eckler's Banking & Financial Services group, authored the "Social Media and Digital Advertising Resource Guide," which was recently published by the Mortgage Bankers Association (MBA).

The resource advises financial institutions "how to manage the challenges posed by digital marketing and advertising of residential mortgage products and services," according to the MBA. The guide examines the statutory and regulatory background related to mobile and digital marketing, and provides draft policies and procedures.