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- Firm Chair and Founder of firm's Hospitality Practice
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The Digital Marketing Legal Landscape

Presented by: **Greg Duff, Garvey Schubert Barer**



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Series 2.0 – Houston
April 9, 2019
Houston, TX

Topics

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Privacy



02

Online Distribution



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Wholesalers



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Short-Term Rentals



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Virtual Assistants



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Influencers



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Website Accessibility



Privacy

- GDPR
 - Controller vs. Processor vs. Joint Controller
- Supplier / vendor contracts
- Guest contracts



Online Distribution - Parity

- Rates, availability, conditions, and...
- Algorithm effects
- European Union (Australia) vs. ROW



Online Distribution - Direct Booking

- “Qualified Rates”
- Display vs. booking
- Member awards and benefits
- Distributor loyalty programs

Expedia Rewards

MARRIOTT
BONVOY™

Hilton
HONORS

All
ACCOR
LIVE
LIMITLESS

Online Distribution - Miscellaneous

- 1-800 Contacts
- Non-disparagement
- Booking.basic
- Misleading sales tactics



Booking.basic



Wholesalers

- Bundled vs. unbundled rates
- Onward distribution
- Enforcement and remedies
- Emerging technologies

The logo for hotelbeds, featuring the word "hotelbeds" in a bold, dark blue, lowercase sans-serif font. A small red square is positioned to the left of the letter "h". The logo is set against a background of a faint, light brown network diagram with circular nodes and connecting lines.

hotelbeds

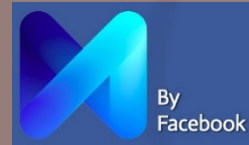
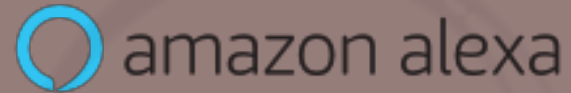
Short-Term Rentals

- Maturing industry / differentiation
- Distribution channel
- Integration challenges
- Regulations
- Meetings and events




Virtual Assistants



- Growing uses
- Terms of use
- Privacy




Influencers

- FTC activities
- “Material connection”
- Endorsement Guidelines
- Disclosure, disclosure, disclosure



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Website Accessibility

- ADA Title III
- Accessibility Standards (WCAG)
- Alternatives



The Digital Marketing Legal Landscape



Thank you!

CONTACT

BLOG

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