

## Partner Michael Goodman quoted in Hospitality Technology article

November 20, 2018 |


In a November 20 article addressing the recent Red Robin class-action lawsuit, *Hospitality Technology* asked Partner Michael Goodman to share several "best practices" for companies instituting a marketing program using text messages. The Telephone Consumer Protection Act (TCPA), which is overseen by the Federal Communications Commission (FCC), was enacted in 1991 to protect consumer privacy by prohibiting unwanted telemarketing calls, autodialed or prerecorded calls, and unsolicited faxes. According to the article, communications and marketing communications have evolved with the rise of mobile technology, but TCPA has not.

"Companies can mitigate risk by creating a compliant texting program before sending any text messages," said Michael. "Companies must proceed with caution here, but with a compliant program, many companies find that texting is an effective way to communicate with consumers using a medium that consumers are comfortable with."

Michael advises clients on compliance with federal laws enforced by the Consumer Financial Protection Bureau, the Federal Trade Commission, the Federal Communications Commission and other federal agencies. His compliance counseling practice focuses on standards regulating the manner in which businesses market to and communicate with customers and potential customers as well as proper collection, use, and disclosure of customer information.

[Click here](#) to read the article.

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