



Tom Hudson provides list for new compliance officers in Auto Dealer Today article

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On June 24, *Auto Dealer Today* published [Tom Hudson's](#) article outlining a preliminary to-do list for newer dealership compliance officers. Tom's advice includes checking the following: FTC education materials on their website; federal laws that apply to advertising or marketing to customers via email or text messages; federal laws that apply to telephone sales activities; state ad laws that apply specifically to car dealers as well as those that apply to all retailers; and state laws that prohibit unfair and deceptive acts and practices. He also recommends utilizing your state dealer association and the National Automobile Dealers Association (NADA) to find more helpful information on advertising.

Tom is a founding partner of Hudson Cook, now Of Counsel to the firm, and has practiced consumer financial services law since 1973. He has focused his practice on matters relating to vehicle sales, financing and leasing, and his clients include captive foreign and domestic auto finance companies, major banks and independent finance companies, trade associations and companies who supply services to the auto finance and lease industry.

[Click here](#) to read the article in *Auto Dealer Today*.

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