



AI in the Dealership: Disclosures, Governance, and FTC Risk in Sales and Marketing

April 14, 2026 | [Julia K. Whitelock](#) and [Mark D. Metrey](#)

9:45 AM - 10:45 AM Session 7: AI in the Dealership: Disclosures, Governance, and FTC Risk in Sales and Marketing | Starlight Ballroom

Mark Metrey, Hudson Cook, LLP

Julia Whitelock, Hudson Cook, LLP

Hudson Cook, LLP provides articles, webinars and other content on its website from time to time provided both by attorneys with Hudson Cook, LLP, and by other outside authors, for information purposes only. Hudson Cook, LLP does not warrant the accuracy or completeness of the content, and has no duty to correct or update information contained on its website. The views and opinions contained in the content provided on the Hudson Cook, LLP website do not constitute the views and opinion of the firm. Such content does not constitute legal advice from such authors or from Hudson Cook, LLP. For legal advice on a matter, one should seek the advice of counsel.

[SUBSCRIBE TO INSIGHTS](#)

HUDSON COOK

Hudson Cook, LLP is a national law firm representing the financial services industry in compliance, privacy, litigation, regulatory and enforcement matters.

7037 Ridge Road, Suite 300, Hanover, Maryland 21076
410.684.3200

[hudsoncook.com](https://www.hudsoncook.com)

© Hudson Cook, LLP. All rights reserved. Privacy Policy | Legal Notice
Attorney Advertising: Prior Results Do Not Guarantee a Similar Outcome

