

# Compliant Lead Generation, Protecting Your Company Webinar

## Thursday, March 19, 2020

### 11:30 a.m. - 12:00 p.m.

Mortgage lenders are required to vet lead generation entities and arrangements to ensure that they can compliantly use lead data for marketing purposes without exposing their company to regulatory violations, fines or penalties. Both states and the federal government have recently taken an interest in investigating these arrangements at lenders. This session will explore various forms of lead generation and the unique compliance issues that mortgage companies must review for compliance.

Presenter:



**Daniella Casseres, Esq.,** Offit | Kurman Attorneys at Law

Daniella Casseres is a partner at the law firm Offit Kurman and the Chair of the firm's Financial Institutions Regulatory practice group. Her legal practice focuses on laws and regulations governing mortgage lenders, financial institutions and consumer finance companies. She regularly advises clients on state and federal compliance laws and regulations, represents clients in investigations and enforcement matters, and assists in related litigation matters. Prior to joining Offit Kurman, Ms. Casseres regulated large and complex banking institutions for the Federal Reserve Bank of Chicago.

In addition to being a frequent contributor to national mortgage publications, she is a regular speaker at national and regional mortgage lending conferences and seminars where she speaks on mortgage lending issues and trends.

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