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Ifrah's Own Rachel Hirsch Named VIP: Successful By 40 Honoree

The Daily Record has named Rachel Hirsch, Senior Associate at Ifrah PLLC, to the 2015 VIP List — Very Important Professionals Successful By 40 awards.

The Daily Record created the VIP List in 2011 to recognize professionals 40 years of age and younger who have been successful in Maryland. Winners are selected on the basis of professional accomplishments and commitment to inspiring change in their community.

“The VIP List honorees are the ones to watch. They are young leaders making a strong impact on their communities through their careers and volunteer activities,” said Suzanne Fischer-Huettner, publisher of The Daily Record.

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Trends

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More information about sponsorships and tickets for The Daily Record's VIP List cocktail reception, to be held at Gertrude's at the Baltimore Museum of Art on August 21, 2015, can be found on its [website](#).

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Telemarketing Tips: What We Can Learn From Caribbean Cruise Lines' Excursion With The FTC

The FTC's "Do Not Call" and "robocall" rules do not apply to political survey calls. So, if Hillary Clinton sought to "voice blast" a survey about international issues, she could do so without violating the Telemarketing Sales Rule ("TSR"). (Though under FCC rules she would have an issue calling wireless numbers). However, companies may not telemarket under the guise of exempt political calls. Caribbean Cruise Lines (CCL) and several other companies working with CCL recently learned this lesson the hard way. The FTC and a dozen state attorneys general sued CCL and others for offering cruises and vacation "add ons" following...

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Even In The UK, Think Twice Before Using Celebrity Endorsements

A recent legal case in the UK between singer Rihanna and fashion retailer Topshop has highlighted differences between publicity rights in the UK and some US jurisdictions. Rihanna sued Topshop for its sale of a t-shirt bearing a large photograph of her. Rihanna had not approved or endorsed the sale of the t-shirt; rather, an independent photographer had taken the picture and...

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Keeping Your Privacy Promises: Retail Tracking and Opt-Out Choices

As children, many of us were taught how important it is to “keep your word.” Similarly, it is black letter privacy law that if a company commits (for instance, in a privacy policy or in website statements) to certain actions or practices, such as

maintaining certain security features or implementing consumers' choices on opt-outs, the organization must abide by those practices. Many companies have faced the Federal Trade Commission's ("FTC") ire when the agency found the organizations' practices failed to comport with their privacy promises. Recently, the FTC settled the first action against a retail tracking company, Nomi Technologies, Inc. ("Nomi"). The FTC alleged that Nomi mislead...

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