Insights: Publications

How are regulators addressing the growing tide of ”finfluencers”?

Lexology Pro

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Barry Benjamin, chair of Kilpatrick Townsend's Advertising & Marketing Group, is a featured interviewee in the July 31, 2023, Lexology Pro article titled: “How are Regulators Addressing the Growing Tide of ‘Finfluencers.' Mr. Benjamin gave his thoughts on growing regulatory attention on celebrity endorsements of financial products on social media. The article examines the requirements being placed on so-called ‘finfluencers' in the U.S., U.K., and E.U.

“There should be a requirement in any contract with an influencer rep and warranty that the influencer will comply with the endorsement guides, disclosing the relationship and the material benefit received.”