



# OBA CPD WEBCAST REPLAYS

ESSENTIAL SESSIONS REBROADCAST – WITH LIVE CHAT



## Social Media and Internet Law: Your Comprehensive Guide

Date: March 13, 2019

### Original Program Chairs:

Lorraine M. Fleck, Fleck Innovation Law

Paul Lomic, Lomic Law

Original program was held on October 15, 2018

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## AGENDA

Welcome and Opening Remarks from the Program Chairs

### Counterfeit Goods and Brand Protection on Social Media and the Internet

David Lipkus, Kestenberg Siegal Lipkus, LLP

- Internet based counterfeiting issues
- Using the internet as an investigative tool
- Seven key enforcement options you need in your tool kit

### Maximizing Social Media Marketing and Contests

Ashlee Froese, Froese Law

Shirin Movahed, Froese Law

- Helpful strategies for limiting liability
- Legal implications of fake followers – is this misleading advertising?
- Influencer update – the rules and how they've been playing out
- Critical considerations when preparing to play in the social media space: from insurance to platforms to messaging across channels
- Making public statements – what are your professional obligations?



**Substantive Hours:** This program contains 3h 30m

**Professionalism Hours:** This program contains 0h 30m



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## **Workplace issues: Managing Social Media and BYOD devices**

**Ryan Edmonds**, Ryan Edmonds Workplace Law

**Inna Koldorf**, Miller Thomson LLP

- Update on legal and ethical limitations on social media background checks
- When does on-duty and off-duty conduct justify discipline or discharge?
- BYOD devices, policies and overtime implications

## **Key Concepts in Domain Name Registration and Disputes**

**Tamara Winegust**, Bereskin & Parr LLP

- An update on the latest issues
- Ethical challenges in domain name disputes

## **Defamation in the Social Media Sphere**

**Catherine Lovrics**, Bereskin & Parr LLP

**Matthew Sammon**, Lenczner Slaght Royce Smith Griffin LLP

Moderator: **Sabrina Salituro**, Lomic Law

- Making sense of identity theft and anonymous communications
- Updates on useful tools for dealing with unrepresented parties
- Fair dealing and the Internet: the United/United case and criticism/gripe sites

## **Break (15 Minutes)**

## **Virtual Property in the Digital World**

**Jonathan Mesiano-Crookston**, Goldman Hine LLP

- Notable virtual property developments: what's new
- The relevance and impact of virtual property and digital currencies
- Tax treatment and practical implications of virtual property

## **How Canadian Privacy Law and GDPR Applies to the Internet and Social Media**

**Lorraine M. Fleck**, Fleck Innovation Law

**Robert Haniver**, LK Shields Solicitors

- Update on navigating data breach notification requirements
- Tackling the complexities of transferring personal information outside Canada and the implications of GDPR
- Making the most of behavioral advertising while complying with privacy obligations



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## **Mastering E-Commerce and Commercial Electronic Messages**

**Eric Boehm**, Borden Ladner Gervais LLP

- Avoiding common pitfalls in electronic commerce and contracts: ***Consumer Protection Act*** update
- Brushing up on e-commerce law and Canadian legislation
- Best practices for transitioning from e-commerce to m-commerce
- Ethical considerations in e-commerce contracting when consumers are likely unrepresented

## **Essential Legal Considerations in Cloud Computing**

**David Schnurr**, Miller Thomson LLP

- Advantages/disadvantages of the cloud model: a safe option given recent privacy breaches?
- Advice for ensuring security and protecting privacy
- Unique cloud issues for financial institutions
- How to effectively limit liability

## **Social Media in Civil and Criminal Litigation**

**Yuri Chumak**, Chumak & Company LLP

**Daniel Brown**, Daniel Brown Law LLP

- Internet and social media case law update
- Criminal Code update and impact of changes
- Do's and don'ts when serving documents through social media
- Practical advice for handling e-discovery of social media records
- Opportunities and limits in using social media evidence

Closing Remarks



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