

Webcast: Consumer Protection and Enforcement – Trends and Expectations

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Consumer protection investigations and enforcement actions are on the rise. Led by the DOJ, FTC, CFPB, and State Attorneys General, these actions create high-stakes criminal and civil risks for companies and executives. Featuring experienced practitioners and former officials from DOJ's Consumer Protection Branch and the FTC, this webcast discusses trends in the enforcement of consumer health, safety, fraud, and privacy laws. Presenters explain how enforcers initiate and resolve investigations, identify common pitfalls in investigative responses, and share thoughts on the management of consumer-affecting crisis situations—which often give rise to a swirl of negative press, regulatory action, class litigation, and investigations. Presenters also discuss expectations for consumer protection enforcement under the Trump Administration. This webcast provides critical takeaways for companies in the consumer products, life sciences, and tech sectors.

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PANELISTS: **Gustav W. Eyster** is a partner in the Washington, D.C. office. He is Co-Chair of the firm's FDA and Health Care Practice Group and a member of the White Collar Defense and Privacy Practice Groups. An experienced litigator and a former Director of the U.S. Department of Justice's Consumer Protection Branch, he defends companies and individuals in government investigations and enforcement actions and counsels clients on the design and implementation of compliance programs. **Svetlana S. Gans** is a partner in the Washington, D.C. office where she helps clients navigate complex consumer protection (advertising, marketing, privacy, and right to repair) and competition related regulatory proceedings before the U.S. Federal Trade Commission, U.S. Department of Justice Antitrust Division, and other enforcement bodies, and provides strategic advice on related public policy issues. Svetlana is a frequent speaker on FTC policy and enforcement issues, including FTC rulemaking. She was also recently named as one of *Lawdragon's* "500 Leading Litigators in America" and recognized by *The Best Lawyers in America®* for her work in Antitrust Litigation. **Ashley Rogers** is a partner in the Dallas office. She is Co-Chair of the firm's Consumer Protection Practice Group and a member of the firm's Technology Litigation and Privacy, Cybersecurity and Data Innovation Practice Groups. Ashley is a nationally recognized technology-focused practitioner sought out by market-leading global companies to handle their most novel and challenging consumer protection and data privacy matters. She has particular expertise in defending clients in Federal Trade Commission, Consumer Financial Protection Bureau, and state Attorneys General investigations and enforcement actions, as well as in class action litigation and advisory matters involving a wide range of consumer protection and data privacy issues. **Natalie Hausknecht** is a partner in the Denver office, where she practices in the firm's litigation department. She is an experienced trial and consumer protection/privacy defense attorney with experience in high-exposure representations of major technology and fintech companies, global energy leaders, and corporate executives. Her experience also has included handling high priority state and federal government

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investigations involving state Attorneys General, the Federal Trade Commission, and the Consumer Financial Protection Bureau. Natalie has continuously received recognition in *Best Lawyers: Ones to Watch® in America* since 2021. © 2025 Gibson, Dunn & Crutcher LLP. All rights reserved. For contact and other information, please visit us at www.gibsondunn.com. Attorney Advertising: These materials were prepared for general informational purposes only based on information available at the time of publication and are not intended as, do not constitute, and should not be relied upon as, legal advice or a legal opinion on any specific facts or circumstances. Gibson Dunn (and its affiliates, attorneys, and employees) shall not have any liability in connection with any use of these materials. The sharing of these materials does not establish an attorney-client relationship with the recipient and should not be relied upon as an alternative for advice from qualified counsel. Please note that facts and circumstances may vary, and prior results do not guarantee a similar outcome.

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