



## You Don't Know What You Don't Know . . . But You Better Find Out

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Does your organization conduct business online? Do you have a privacy policy? Do your terms and conditions cover everything they need to cover? Are you sure you are not collecting information from minors? Does your company export goods or technology that require export licenses? Are you aware that information alone can be deemed an export that might require a license, including merely sending a drawing to an overseas supplier for a quote? Do you engage in comparative advertising? If so, are you operating in accordance with Federal Trade Commission requirements? Does your organization conduct sweepstakes or contests and, if so, are you including all of the necessary rules and disclaimers to prevent those sweepstakes and contests from being declared illegal? Does your business have sales representatives in other states? Does that have tax implications for your business in those states? Can your business be audited by those states?