



Ian L. Barlow

Of Counsel



202.719.4994



ibarlow@wiley.law



Drawing on a decade of experience at the Federal Trade Commission (FTC), Ian represents companies in complex privacy, advertising, and consumer protection matters before federal and state agencies. He counsels clients in matters involving a wide range of FTC statutes and regulations including the Children's Online Privacy Protection Act (COPPA), the Fair Credit Reporting Act (FCRA), the Equal Credit Opportunity Act, the Restore Online Shoppers Confidence Act (ROSCA), The Made in the USA Labeling Rule, and the Telemarketing Sales Rule (TSR). For companies under investigation, his deep knowledge of FTC procedures and norms positions clients for successful outcomes.

In addition to representing companies in regulatory and enforcement actions, Ian advises clients on compliance strategies for issues including advertising substantiation, online billing, automatic renewal and cancellation policies, right to repair, and franchising.

Prior to joining Wiley, he was a Deputy Director of the FTC's Office of Policy Planning and held senior roles in the FTC's Bureau of Consumer Protection. Ian also spent a year detailed to the U.S. House of Representatives Energy & Commerce Committee, advising congressional staff on privacy and consumer protection legislation.

Representative Matters

- Led investigations and enforcement actions concerning alleged unfair and deceptive acts and practices.
- Advised the Director of the FTC's Bureau of Consumer Protection on matters involving data privacy, data security, geolocation tracking, unauthorized billing, automatic renewals,

Practice Areas

FTC Regulation
Privacy, Cyber & Data Governance
Telecom, Media & Technology
White Collar Defense & Government Investigations
Connected & Autonomous Vehicles
Digital Health
Advertising Technology (AdTech) Data
Privacy and Consumer Protection
Antitrust

Credentials

Education

J.D., George Washington University School of Law

B.A., Washington University in St. Louis

Bar and Court Memberships

District of Columbia Bar

Maryland Bar

U.S. District Court for the District of Maryland

cancellation policies, and deceptive advertising.

- Coordinated the FTC's robocall enforcement program to protect consumers from abusive and fraudulent calls, including liaising with numerous government and industry partners.

Professional Experience

- Federal Trade Commission
 - Deputy Director, FTC Office of Policy Planning (2023-2024)
 - Counsel Detailee, House Energy and Commerce Committee (2022-2023)
 - Counsel to the Director, FTC Bureau of Consumer Protection (2021-2022)
 - Robocall Program Manager, FTC Division of Marketing Practices (2018-2020)
 - Staff Attorney, FTC Division of Marketing Practices (2015-2021)
- Associate, Private law practice (2010-2015)

Recognitions

- Janet D. Steiger Team Award (2019, 2020, 2024)
- Bureau of Consumer Protection Director's Award (2017)
- *Super Lawyers'* Rising Star (2014, 2015)