

Limiting Exposure: Exploring Privacy Concerns for 2018 and Avoiding Unnecessary Risk

ACI's Digital Advertising Law and Compliance Conference

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Location:

Doubletree by Hilton Metropolitan

569 Lexington Ave.

New York, NY 10022

Speaker:

Liisa Thomas

Overview:

Limiting Exposure: Exploring Privacy Concerns for 2018 and Avoiding Unnecessary Risk

While gathering data can be a key imperative for businesses, managing the benefits of gaining the most data with the boundaries of privacy laws can be a difficult task for regulatory, compliance, and legal teams to handle. This is especially true in the ever-evolving world of technology, where specific guidelines and regulation are often lagging behind. Ensuring that proper steps are taken and kept up with can mean avoiding multimillions or even billions in fines. Topics to be discussed include:

Uncovering strategies and protocol for easy and quick opt-outs

- Developing privacy policies and terms of use that take into account developments on the horizon
- Understanding new technologies or marketing trends and how to craft compliant strategies for their use
 - Cloud computing
 - Targeting algorithms
 - Clickwrap/Browsewrap
- Clarifying when and how best to update privacy policies when they are out of date
- Discussion of state laws and AGs office initiatives to protect consumer privacy

[Click here for more information.](#)

Attorneys

Liisa M. Thomas

Practice Areas

Privacy and Cybersecurity