

Big Data and Online Behavioral Advertising (OBA): An Advertiser's Perspective

PLI's Advertising Law Institute

September 13-24

Location:

University of Chicago Gleacher Center
Chicago, IL

Time:

9:00 a.m. - 3:30 p.m.

Speaker:

Liisa Thomas

About:

Liisa will be giving opening remarks and presenting, "Big Data and Online Behavioral Advertising (OBA): An Advertiser's Perspective Origins of big data and how to legally acquire data."

- Tips for negotiating agreements with vendors
- Understanding the legal restrictions, risks, and requirements governing use of consumer data in mobile and online applications
- Handling cross-platform data collection and use
- What lies ahead for big data?

Attorneys

Liisa M. Thomas