

## Privacy in the Multiverse of Madness: Protecting Data in Real Life and Beyond

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11:30 a.m. - 12:30 p.m. ET | Privacy in the Multiverse of Madness: Protecting Data in Real Life and Beyond

Described as the oil of the digital world and even as sunshine (we keep using it, and it keeps regenerating), data is raising complex privacy questions with every new technology and platform, such as the metaverse. Concerned about sweeping “commercial surveillance,” the FTC Chair called for a paradigm shift on data privacy – expand policing of data abuse, move beyond the outdated notice and consent model, and impose new restrictions on data collection and use. New federal, state, and local legislation is rapidly emerging. The global picture also is changing as country after country adopts new privacy laws. Smart privacy risk management depends on not only knowing what the law is but also where it’s headed. Join us to delve into the top privacy pressure points raised by IoT and beyond, the latest US and global legal developments, and practical approaches to managing risk in what can feel like a multiverse of madness. (60 minute CLE.)

#### Presented by

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#### Attorneys

Liisa M. Thomas

#### Practice Areas

Privacy and Cybersecurity