

present

AdTech Under the CCPA and CPRA: A Deeper Dive

Please join us for a follow-up discussion on AdTech Under the CCPA and CPRA, originally presented as part of the PrivacyOC Privacy Week Forums 2021.

Thursday, February 18 | 11 a.m. to noon PT
via Zoom



As if businesses have not struggled enough with the vexing “Do Not Sell” right under the CCPA – in particular as it relates to digital advertising – they will also have to grapple with four seemingly overlapping consumer rights under the CPRA:

- 1) Do Not Sell
- 2) Do Not Share
- 3) Do Not Profile
- 4) Limit the Use of My Sensitive Personal Information

Moreover, some consequential revisions open the door to a possible opt-in regime. We will cover these and other AdTech implications under the CPRA, and touch on compliance issues that companies will face following the death of the third-party cookie.

Speakers:

Alan R. Friel, Partner, Los Angeles, and **Kyle R. Fath**, Associate, New York