



Davis+Gilbert, Evidon and Lewis Silkin Seminar | Ad Tech, Privacy and GDPR – The Time Is Now

As an industry driven by data, the ad tech industry has always focused on privacy issues in connection with its data collection and use practices, such as retargeting, profiling, analytics and cross-device tracking. Companies in the ecosystem have many legal and self-regulatory obligations in order to protect and be able to exploit these valuable data assets and comply with various requirements. With the effective date of the EU's General Data Protection Regulation (GDPR) quickly approaching on May 25, 2018, those obligations have become even more significant and complex. This session will highlight those obligations and propose solutions for ad tech providers and their customers. Key takeaways from this seminar will include:

- Comparison of U.S. vs. EU privacy requirements
- Analysis of GDPR requirements
- Proposed compliance solutions

Speakers:

Gary Kibel, Partner, Privacy + Data Security, Davis+Gilbert LLP

Todd Ruback, Chief Privacy Officer; VP of Legal Affairs, Evidon, Inc.

Simon Morrissey, Partner and Head of Data & Privacy, Lewis Silkin LLP

Registration and Networking: 5:30 – 6:00 p.m.

Seminar: 6:00 – 7:30 p.m.

Cocktail Reception & Networking: 7:30 – 8:30 p.m.

Location:

Davis+Gilbert LLP

1740 Broadway, 19th Floor

(between 55th and 56th Streets)

New York City

Cost: Free CLE Credits: 1.5

Target Audience: Senior management and in-house counsel at publishers, advertisers, agencies and ad-tech companies

RSVP: October 17, 2017

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Related People

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