

# Retail Innovation | Compliance Check: How New Privacy Regulations Will Dictate Your CX Tech Decisions

On May 12, Davis+Gilbert Privacy + Data Security partner, Gary Kibel, will present during the Retail Innovation Conference & Expo in Chicago, Illinois. His session is entitled “Compliance Check: How New Privacy Regulations Will Dictate Your CX Tech Decisions.”

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## Session Overview

As brands continue to adapt and implement new technologies to support more immersive (and personalized) experiences, they must ensure that they’re compliant with new global and local regulations, and are prepared to adapt to new guidelines from big tech.

In the session, attendees will learn to:

- Embed security and data privacy into the entire organization;
- Adapt to new marketing and advertising regulations at the global and local level; and
- Respond to new guidelines around how tech is used in physical stores, and potential guardrails for implementation.

For more information, or to register, please visit the event website

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## Related People

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