



# MediaPost's Data & Programmatic Insiders Summit | Don't Get Crossed Up With Cross-Device Tracking

Gary Kibel, Davis+Gilbert Privacy + Data Security Partner, will speak during a session titled "Don't Get Crossed Up with Cross-Device Tracking" at MediaPost's Data & Programmatic Insiders Summit to be held in Captiva Island, Florida on April 23-26.

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## Session Overview

Cross-device tracking and other data matching techniques are becoming common place in the ad tech industry. Now self-regulatory organizations and regulators are catching up. Therefore, every participant in this ecosystem should ensure they are following best practices as a customer or provider of such solutions.

Davis+Gilbert has secured a registration discount of \$500 for clients and friends of the firm. To take advantage of the promotional rate, please reference code **DP17EB** when you register.

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

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## Related People

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