



# Global Advertising Lawyers Alliance Webinar | Use of Personal Data in Global Advertising Campaigns

Gary Kibel, Davis+Gilbert Advertising + Marketing partner, will be speaking during a webinar titled "Use of Personal Data in Global Advertising Campaigns," hosted by the Global Advertising Lawyers Alliance.

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## Webinar Overview

Advertising campaigns through digital media rely heavily on the use of personal data to keep track of effectiveness, target specific market sectors, trigger retargeting or cross-reference information to reach additional market insights. There has been increasing attention by local authorities on the proper use of personal data in many jurisdictions, but there are still inconsistencies among countries. This webinar will give practical advice on the use of personal data in relation to advertising campaigns that may target more than one jurisdiction. We will examine new and pending legislation, self-regulatory obligations, industry best practices and analyze the risks.

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## Related People

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