



Privacy + Security Forum | Market Research and Big Data vs. CCPA and DSARS

Gary Kibel, Davis+Gilbert Privacy + Data Security partner, will speak on a panel during a session titled "Market Research and Big Data vs. CCPA and DSARS" at the Privacy + Security Forum in Washington, D.C. on October 16.

Session Overview

The market research industry often relies on a model of collecting and storing large data sets and thereafter conducting research and analysis against those previously collected data sets. With the advent of data subject access rights under GDPR, similar rights under the CCPA and the trend towards more transparency and consumer access, and understanding who data is sold to, the market research industry must adapt to the new paradigm. The value of the discipline is unquestioned, but old practices may need to be updated to work in the new privacy climate.

Related People

Gary Kibel

Partner

212 468 4918

gkibel@dglaw.com