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# Digital Media, Technology & Privacy

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## An Insider's Look at CPRA: A Fireside Chat with Alastair Mactaggart

**Join Our Virtual Conversation:** After leading the charge to enact the California Consumer Privacy Act (CCPA) and changing the landscape of U.S. data privacy, Alastair MacTaggart (Board Chair and Founder of the privacy rights group, Californians for Consumer Privacy) spearheaded the movement to pass the California Privacy Rights Act (CPRA), which is set to take effect on January 1, 2023.

Like CCPA, the CPRA has monumental implications on how businesses operate in the United States, especially in the adtech ecosystem, and builds on the unprecedented data rights and protections that CCPA gave to California consumers.

Join Davis & Gilbert partner Richard Eisert for a discussion with Alastair on what to expect once CPRA comes into effect and the issues that CPRA is meant to address.

### *Our Speakers*



**Alastair Mactaggart**

*President*  
**Emerald Fund Inc.**



**Richard Eisert**

*Partner*  
**Davis & Gilbert**

### EVENT DETAILS:

*Thursday,*  
February 25

**Time:**  
1:00 p.m. - 2:00 p.m. (EST)

**Location:**  
Webinar

### WHO SHOULD ATTEND:

Senior management, in-house counsel and privacy and compliance professionals at national companies and agencies in marketing and ad tech industries.

**Cost:**  
Complimentary

### Questions:

Carly Silverman  
Davis & Gilbert LLP  
Marketing Events  
Specialist  
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