

Aaron Burstein Quoted on US Bulk Data Rule

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Partner [Aaron Burstein](#) was quoted in “Ad Tracking Tools Subject to Further Scrutiny Under US Bulk Data Rule” published by *MLex*. The article covers the bulk data rule, also known as the Data Security Program, which restricts the sale or sharing of Americans’ personal data with certain countries. The rule has a broad scope, which may include many website tracking tools and companies that use them.

“Although we tend to think of data brokerage as the selling of data by companies that don't have direct relationships with consumers, the DOJ rule defines it more broadly and specifically. It includes a consumer-facing company's use of tracking pixels or [software development kits] or cookies or other mechanisms that make certain types of personal data available to third parties,” said Aaron.

Read the full article [here](#).