



Adtech Privacy Pain Points: Top Takeaways for Effective Opt-Out Compliance

Firm Event

August 21, 2025 from 1:00 pm to 2:00 pm (EDT)

As privacy enforcement ramps up, effectively managing opt-out requirements under state privacy laws is a top risk mitigation measure. Without a robust backend framework, businesses may find themselves out of compliance and exposed to legal claims that they have not discontinued the sale, sharing, or use of personal data for targeted advertising.

Join Kelley Drye Partner and Privacy Chair [Alysa Hutnik](#) and Special Counsel [Céline Guillou](#) and [Alex Schneider](#) as they unpack the top compliance pain points and share actionable steps to close opt-out gaps. Topics will include:

- Accurately classifying and managing data flows involving sale/share/targeted ads
- Tools and strategies to track consents and opt-outs across platforms
- Techniques for systematic monitoring and auditing of your opt-out framework
- Best practices for training teams and embedding compliance into corporate culture

Register now to learn how to apply a comprehensive strategy that ensures consumer choices are honored, and regulatory risks are minimized.

To view the Zoom recording, click [here](#).

To view the slide deck, click [here](#).

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