

Advertising and Health Data: Practical Approaches to Risk Assessments and Risk Management

California Lawyers Association Privacy + AI Lab

Speaking Engagement

September 17, 2026 from 10:40 am to 12:10 pm (PDT)

[Register](#)

Partners [Kate Black](#) and [Aaron Burstein](#) will facilitate the session, "Advertising and Health Data: Practical Approaches to Risk Assessments and Risk Management," at the California Lawyers Association Privacy + AI Lab in Berkeley, CA. They will discuss the regulatory risks associated with using health data in advertising, and how companies can identify "sensitive" health data and develop risk assessment and management processes.

Register [here](#).

Related Services

Privacy and Information Security

Healthcare Privacy and Data Innovation

Advertising and Marketing

Advertising Technology (AdTech)