

Advertising and Sensitive Data: Use Cases and Real-Life Scenarios

IAB Privacy Compliance Salon

Speaking Engagement

October 7, 2026 from 1:45 pm to 2:35 pm (PDT)

[Register](#)

Partner [Aaron Burstein](#) and Partner and Privacy and Information Security practice chair [Alysa Hutnik](#) will lead the breakout session, "Advertising and Sensitive Data: Use Cases and Real-Life Scenarios," at the Interactive Advertising Bureau's Privacy Compliance Salon in Seattle, WA. This program will explore challenges and best practices for managing sensitive data in advertising, including classification, consent, and oversight of internal teams and partners. It will also address regulatory hot spots, common investigation requests, and strategies for preparing for regulatory scrutiny.

[Register here.](#)

Related Services

Privacy and Information Security

Advertising and Marketing