

Advertising Technology (AdTech)

Data-driven advertising fuels today's digital economy—but it also presents complex challenges under an expanding patchwork of domestic and international privacy, consumer protection, and data security laws.

About

Kelley Drye's multidisciplinary team represents a broad client base—publishers, advertisers, adtech platforms, SaaS platforms, and consumer brands—and advises them in a wide range of matters:

- Regulatory investigations and enforcement actions
- Product and analytics counseling
- Corporate and technology transactions, including M&A due diligence
- Privacy compliance program development
- Vendor due diligence and risk assessments
- Privacy by design
- Policy analysis and regulatory advocacy

Retail Media Networks

We advise clients across every stage of retail media network development with a focus on commercially actionable, compliance-aligned strategy. Our work spans first- and third-party data governance, loyalty and purchase insights, targeting and activation, vendor ecosystems, measurement, and analytics—while addressing sensitive data risks, enrichment practices, and evolving regulatory requirements. With deep experience in adtech and martech, we help organizations design, scale, and optimize retail media networks that balance business objectives with consumer privacy expectations, using a practical, risk-based approach that supports compliance, accountability, and long-term growth.

Related Services

Advertising and Marketing
Privacy and Information Security
Healthcare Privacy and Data Innovation
Artificial Intelligence
Corporate and Tax
Fashion and Retail
Media and Entertainment
Technology

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