

# Alysa Hutnik Quoted in AdExchanger's Data Privacy Roundup

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Partner [Alysa Hutnik](#) recently spoke at the CTV Connect Conference in NYC. In their Data Privacy Roundup, Hutnik's session was referenced in AdExchanger's "Your Privacy Lawyer Just Wants To Help You." The article discusses how companies can best leverage their privacy lawyers to address privacy compliance challenges and clear the way for less risky innovation.

"I am a huge, enthusiastic supporter of using data in advertising," Hutnik said. "But without crossing any legal or ethical lines. You can take risks, but you want to take informed risks about what you are doing to get to your revenue goals."

Read the full article [here](#).