

COPPA and Beyond: Protecting Children's Online Privacy and Maintaining Compliant Tracking and Collection Practices

ACI Summit on Food & Beverage Marketing and Advertising

Speaking Engagement

July 17, 2013

Washington, DC

Washington, D.C.

On July 17, 2013, partner [Dana B. Rosenfeld](#) spoke at American Conference Institute's 3rd Advanced Regulatory Summit on Food & Beverage Marketing and Advertising in Washington, D.C. The event included insights into current regulatory marketing and advertising issues specific to the food and beverage industry, such as how to approach claim substantiation, and structure marketing and advertising initiatives targeted to children. She participated in the session "COPPA and Beyond: Protecting Children's Online Privacy and Maintaining Compliant Tracking and Collection Practices." Panelists provided a practical assessment of key revisions to the COPPA Rule, discussed recent enforcement and what it signals for the second half of 2013, and offered tips on how to maintain the security and integrity of the data you collect.

For more information, please click [here](#).

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