

Digiday Quotes Partner Alysa Hutnik on GDPR Consent Plans

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Partner [Alysa Hutnik](#) was quoted in the *Digiday* article “Google’s GDPR consent plan could be a template for other tech giants.” The article discusses Google’s GDPR consent plan to have publishers solicit people’s consent to collect their information on the company’s behalf. This approach to GDPR compliance could serve as an example for other tech giants, like Facebook and Amazon, that sell ads on publishers’ sites. “In a joint controller relationship, the parties need to spell out in their agreement what the scope of their obligations are, and if one is going to obtain the consent on behalf of both, the other one needs to have confidence that the other is getting consent in a way that addresses the obligations,” Alysa noted.

To read the full article, please click [here](#).