

FTC's "Measuring Consumer Injuries and Benefits" Workshop - Key Takeaways

[Laura Riposo VanDruff](#), [Joseph Cahill](#)

March 18, 2026

The FTC may be signaling a more data-driven approach to privacy and data security enforcement. In this episode, we break down key takeaways from the Commission's recent workshop on how it evaluates consumer harms and benefits — including what Chairman Ferguson's remarks may mean for future enforcement and how the agency appears to be weighing privacy risks against the economic benefits of data-driven advertising and innovation. For legal, compliance, and marketing teams, the discussion is a useful reminder that privacy and adtech scrutiny may increasingly turn on whether companies can substantiate both consumer harms and consumer benefits with real evidence. Hosted by Simone Roach.

Based on a blog post by [Laura Riposo VanDruff](#) and [Joseph Cahill](#).