



Health Insights and Beyond: Adtech Privacy Challenges and Opportunities

April 24, 2025

Wednesday, May 14, 2025 | 12:00 p.m. – 6:30 p.m. ET, NYC

Join Kelley Drye and the Interactive Advertising Bureau (IAB) for an in-person afternoon workshop designed to foster in-depth discussions of state and federal privacy laws relevant to health information and the challenges of health-related advertising. In addition to sessions on the law and sensitive personal information (SPI), our team will work through several practical use cases in health advertising. Guest speakers include Ben Chapman, Swoop; Shubh Sinha, Integral; and Tony Ficarrota, The NAI, who will examine technology innovations and practices to support health/sensitive data in advertising. Kash Chand, New Jersey Office of Attorney General; John Eakins, Delaware Department of Justice; and Michele Lucan, Connecticut Office of the Attorney General will discuss health advertising and sensitive data from a state regulator's perspective.

If you are interested in attending this event, please contact [Ann Koepke](#).