



IAB State Privacy Law Industry Survey & Lessons Learned

Speaking Engagement

March 17, 2025 from 1:00 pm to 2:00 pm (EDT)

Partner [Aaron Burstein](#) will present "IAB State Privacy Law Industry Survey & Lessons Learned" on March 17, 2025. As the regulatory landscape rapidly evolves with 19 states enacting data privacy laws, the digital advertising industry continues to balance complying with the new requirements under each state privacy law with enhancing the scalability and efficiency of their compliance program.

The IAB Legal Affairs Council seeks to improve clarity and consensus around the application of state privacy laws to the digital advertising industry. It recently surveyed industry participants across publishers, sell-side and buy-side ad tech companies, agencies, brands, and law firms regarding the implementation of the new state privacy laws, as well as best practices. It posed questions on a wide range of critical topics and practices, including sensitive personal information, data clean rooms, data minimization, secondary use limitation, vendor due diligence, and data de-identification. This webinar will discuss the survey results.

Register [here](#).

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