

# ICYMI - Upcoming Privacy Webinar, Back to School Issue, App, and More

September 27, 2022

Join us on Thursday for a webinar discussing how to operationalize adtech privacy compliance, and learn about other ways you can stay informed.

## Operationalizing Adtech Privacy Compliance: Understanding the IAB Multi-State Privacy Agreement

State privacy laws that go into effect in 2023 will significantly change the digital advertising landscape. These privacy laws require companies to have specific contract terms in place, perform appropriate due diligence and oversight, and ensure that consumer opt-outs (or opt-ins) to how their data is used for digital advertising and analytics are honored. But there are practical challenges in how to incorporate these new obligations into a compliance program at scale.

Responding to the industry's need for a solution, the Interactive Advertising Bureau (IAB), working with various stakeholders, has prepared the **Multi-State Privacy Agreement (MSPA)**. The MSPA is designed to help publishers, advertisers, agencies, and adtech intermediaries address some of these privacy contract and choice obligations throughout the supply chain, while also providing publishers and advertisers with flexibility in operationalizing on a national basis or apply state-specific approaches.

Please join us for a discussion on Thursday, September 29, at 1:00 pm Eastern with IAB's Michael Hahn and Tony Ficarrotta to discuss the structure of the MSPA and how the MSPA solves significant digital advertising industry compliance challenges. The discussion will also cover the changing regulatory landscape, such as the California Privacy Protection Agency's rulemaking process, and how the MSPA is positioned to respond to those changes.

Please register [here](#) to attend this event.

## Ad Law News and Views Back to School Issue

Subscribers to our newsletter recently received our third annual back to school issue. Subscribe [here](#) and we will share it with you as well as new issues going forward.

## Ad Law Access App

Yes, there is an app for that. Our Ad Law Access app is a first-of-its kind, one-stop portal that provides updates and analysis on advertising, marketing, and privacy/data security law. Available as

a free download for [Apple](#), [Android](#), and your [desktop](#). Keep up with the latest developments without having to set aside time to read an article or watch a video.

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