

Jurassic Privacy: A Guide to Avoiding Extinction in the Age of Consent

RampUp 2025

Speaking Engagement

February 26, 2025 from 1:30 pm to 2:00 pm (EST)

Washington, DC

San Francisco, CA

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Partner [Alysa Hutnik](#) will present **Jurassic Privacy: A Guide to Avoiding Extinction in the Age of Consent** at RampUp 2025 in San Francisco, CA.

Between evolving state regulations, heightened FTC enforcement, and a global push for consent-driven advertising practices, today's privacy landscape is increasingly complicated – even for the most governance-savvy marketers. How can companies confidently navigate policies across jurisdictions to not only meet compliance requirements but deliver the privacy-conscious experiences customers demand?

In this fireside chat, the panelists will share how to prioritize – and overcome – marketing's biggest privacy pain points today while preparing for tomorrow, including actionable insights on how to:

- Interpret new and expanded considerations around “sensitive data”
- Balance innovation with privacy when designing and scaling AI programs
- Understand the right investments to prioritize amid a complex privacy landscape

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