



## Kelley Drye's Aaron Burstein Featured in Law360

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Partner [Aaron Burstein](#) was quoted in a *Law360* article discussing Apple's recent move requiring that apps obtain permission before tracking users.

According to Burstein, companies in the advertising ecosystem have invested "a huge amount of work" into designing standards, building user controls and staying on top of third parties to follow these changes, and they would likely welcome "federal legislation that recognizes the benefits of this approach and provides greater national consistency."

Click [here](#) to read the full article. (may require a subscription)