



# Marketing in a Multi-Device World: Update on Cross Device Tracking

Kelley Drye Webinar

Firm Event

January 25, 2017 from 12:00 pm to 1:00 pm (EST)  
Washington, DC

The continued rise of consumer interaction with multiple applications, platforms, providers, and publishers across multiple devices has created new marketing opportunities and legal challenges for marketers and legal practitioners. This webinar will address how advertisers are tracking consumer activity across devices and provide guidance on best practices to follow when developing marketing campaigns that rely on such tracking.

Please join Megan Cox, Attorney at the Federal Trade Commission, J. Jurgen Van Staden, Vice President, Policy & Technology at the Network Advertising Initiative, and partner [Dana Rosenfeld](#) for a timely webinar on maintaining transparency and respecting consumer choice while achieving marketing objectives. The webinar will include a discussion of recent law enforcement activity, such as the FTC's recent settlement with Turn Inc. We will also discuss self-regulatory guidance and enforcement issues surrounding cross device information tracking and uses.

For a copy of the recording, please click [here](#).

## **CLE Information:**

Kelley Drye is an accredited provider of NY & CA CLE. This non-transitional continuing legal education program has been approved for 1.0 NY Professional Practice credit, 1.0 Illinois credit, and 1.0 CA General credit. We will apply for CLE credit in other jurisdictions, upon request, but cannot guarantee approval. If you are interested in applying to receive CLE credit, please include your desired jurisdiction and your bar registration number when you register.

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