

# Pixel Litigation, Ad Tech, and Digital Advertising Privacy

Red Clover Advisors

Speaking Engagement

April 18, 2024

Washington, DC

Podcast

Advertisers have a host of new and advanced tools to better target their audience. While this is a lucrative opportunity for companies, many of them utilize data closely tied to privacy concerns. The line is growing increasingly thin between ethical and unethical usage. How can both companies and consumers stay safe in the process?

Experts in the field work tirelessly to keep up with technology and legislation. As litigation unfolds, the future of ad tech is being decided in real time, necessitating the help of legal experts who have a firm grasp of this rapidly shifting environment. Here are some of the most crucial pieces to the puzzle.

In this episode of *She Said Privacy/He Said Security*, Jodi and Justin Daniels interview [Alysa Hutnik](#), the Chair of the Privacy and Information Security practice at Kelley Drye & Warren LLP, to discuss pixel litigation and ad tech. They break down what is currently happening in the courts, common mistakes companies are making, and the complications introduced by AI in advertising.

Listen to the full episode [here](#).

## Related Services

Privacy and Information Security