



# Privacy Priorities for 2022

Kelley Drye Webinar

Firm Event

February 24, 2022 from 4:00 pm to 5:00 pm (EST)  
Washington, DC

Under Chair Lina Khan, the Federal Trade Commission has announced an aggressive privacy agenda, which is unfolding on the enforcement, regulatory, and policy fronts. In recent enforcement actions, the FTC has sought stringent remedies, including data deletion, bans on conduct, notices to consumers, stricter consent requirements, individual liability, and significant monetary relief based on a range of creative theories. The FTC has also announced that it intends to launch a rulemaking to limit "surveillance advertising." The FTC has also issued two rounds of guidance on its Health Breach Notification Rule -- which has never been the subject of an FTC enforcement action and is the subject of an open rulemaking proceeding.

To help make sense of these developments -- and understand their practical impact -- Kelley Drye's Privacy team will take a deep look at these key recent developments and put them in the context of the FTC's recent challenges and setbacks. Please join us on Thursday, February 24 at 4:00 pm ET for this second installment in Kelley Drye's 2022 practical privacy series.

To view the Zoom recording, click [here](#).

## Related Services

General Data Protection Regulation (GDPR)  
Technology  
Cybersecurity Counseling and Compliance  
Privacy and Information Security