

The Dirty Side of Clean Rooms: Issue Spotting, Privacy Mitigations, and Myth Busting

Speaking Engagement

February 28, 2025 from 11:45 am to 12:45 am (EST)

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Partner [Alysa Hutnik](#) will present, **The Dirty Side of Clean Rooms: Issue Spotting, Privacy Mitigations, and Myth Busting** at California Lawyer's Association's Annual Privacy Summit.

New consent requirements for sensitive personal information, data minimization and diligence obligations, among other privacy law and industry pressures are driving companies to seek out new ways to collaborate with consumer data. While many companies have been quick to tout data clean room benefits for solving privacy pain points, regulators have also expressed skepticism on the extent to which clean rooms can or are being used in a manner that complies with legal obligations. This panel will explore technical, industry, and legal considerations and hot topics surrounding the use of data clean rooms, such as:

- What clean rooms are and the benefits they may offer
- Common use cases and corresponding privacy law considerations
- Regulator concerns
- Best practices

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