



You've Been Tracked: Consent, AI & the New Privacy Frontier

Tuesday, 09 September

08:00–9:00 PST

11:00 –12:00 EST

17:00–18:00 CET



Welcome and Introductions

Panelists



Rodrigo Irarrazaval
Sr. Director, Product Management
BigID



Gary Wright
Privacy Architect
Meijer

Agenda

- Why Traditional Cookie Consent Fails: What's broken today and real-world compliance pitfalls
- Smarter Strategies: Geolocation rules, privacy centers, and cookie classification zero
- AI & Consent: Risks, opportunities, and consent for model training
- Bridging Privacy & Marketing: Building collaboration, not conflict
- How Meijer solves consent challenges with tracker detection and dynamic banners
- Audience Q&A & Takeaways: Ask questions and get actionable insights

From Banners to Best Practices: Smarter Consent in Action

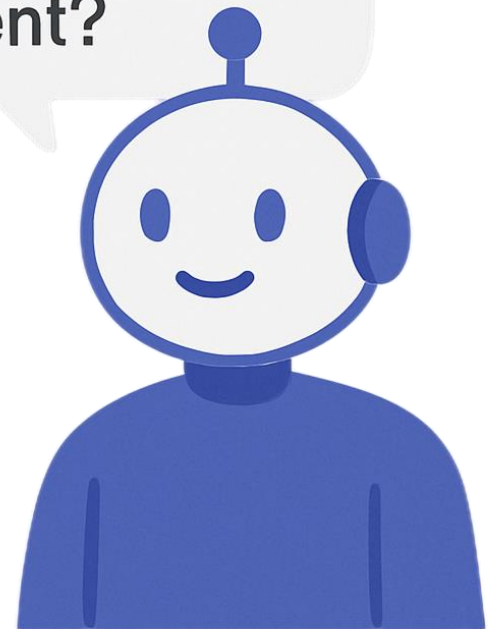
- TikTok case: Using the cookie scanner to discover and limit risk
- Geolocation rules, simplified
- Tools to validate GPC
- Inbox Zero? Better: Cookie Classification Zero 🍪 ✓ Every cookie and tracker under control.



AI Meets Privacy: Navigating Consent in a Generative World

- Should companies get consent for the use of data to build new AI models? How specific or broad need to be?
- Using AI in privacy platforms. Should it be out of the box or an optional tool?
- Should AI agents request consent when collecting data?

**May I have your
consent?**



From Conflict to Collaboration: Aligning Privacy & Marketing Teams

- Should AI agents request consent when collecting data?
- Key trends in privacy UX & compliance expectations
- Who owns consent: privacy or marketing?
- How forward-thinking orgs are reimagining consent to build trust?



BigID Spotlight: Real-World Solutions

- ✓ How Meijer approaches cookies & consent
- ✓ How users are given different preference choices
- ✓ Meijer's pains & how BigID helped

Key Takeaways

- Why banners alone fall short
- Using cookie scanners to cut risk
- Reaching “cookie zero”
- Making privacy & marketing work together
- Geolocation rules to boost both consent & compliance
- Tackling AI consent challenges

Questions & Answers

Panelists



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