



Website privacy enforcement: Litigation trends, regulatory risk and what comes next

Tuesday, 21 July

08:00–09:00 PDT

11:00–12:00 EDT

17:00–18:00 CEST



Meet the Panelists



Jodi Daniels

Founder & CEO



Amy Lewis

Associate Director, Privacy
& Data Protection



J.D. Jeppson

Chief Revenue Officer



Today's Conversation

Discuss the changing world of data privacy

- Class-action lawsuits
- Changing Regulations

Identify and evaluate technology-related privacy risks

- Regulatory enforcement and litigation trends
- What to expect from legal demand letters and enforcement actions

Defend your organization against privacy risks

- Mastering website privacy governance
- Balancing risks with business needs
- Preparing for future regulatory changes

What's happening in Data Privacy?

Higher rate of lawsuits

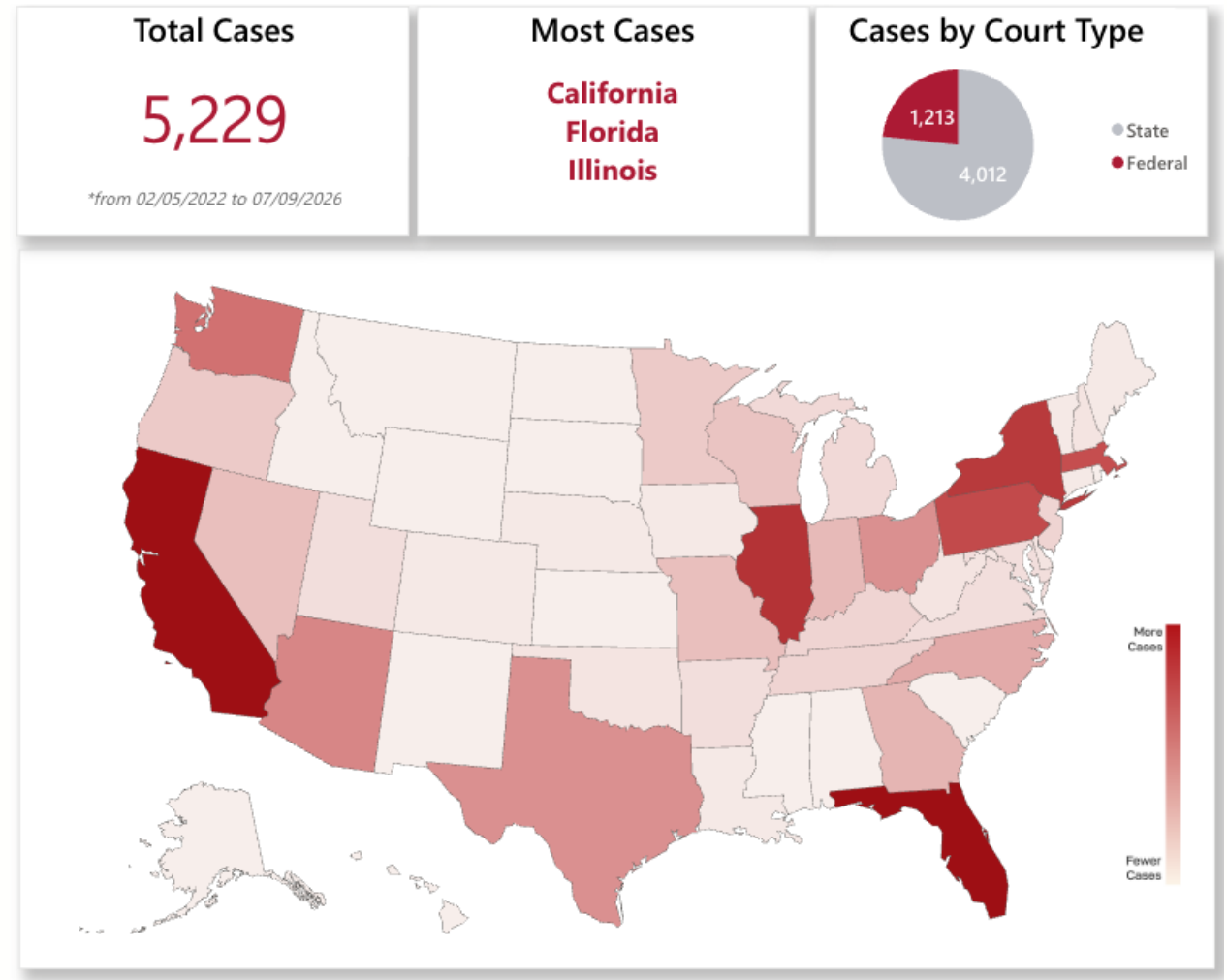
- CIPA
- ECPA

Changing regulations

- GPC signal
- US state laws
- Senate Bill 690

Websites are public-facing

- Visible to anyone at anytime



Data from Fisher Phillips website

Website Privacy Risks

Regulatory Enforcement

- State and Federal level
- Cost of fines is rising
- "Enforcement sweeps"

Litigation Trends

- Expanding litigation to other state and federal laws
- Settlement demand often precedes court filing
- Disagreement on lawsuit outcomes

Managing Website Privacy Risks

At a Minimum

Know what technology is on your site

Collaborate with all website stakeholders, including your agency

Test if your technologies stop tracking when they should

Mature Governance

Enable continuous monitoring

Be intentional about the risk you adopt

Create a web governance program, right-sized for your organization

What percent of Fortune
1000 companies have a
consent manager on their
home page?

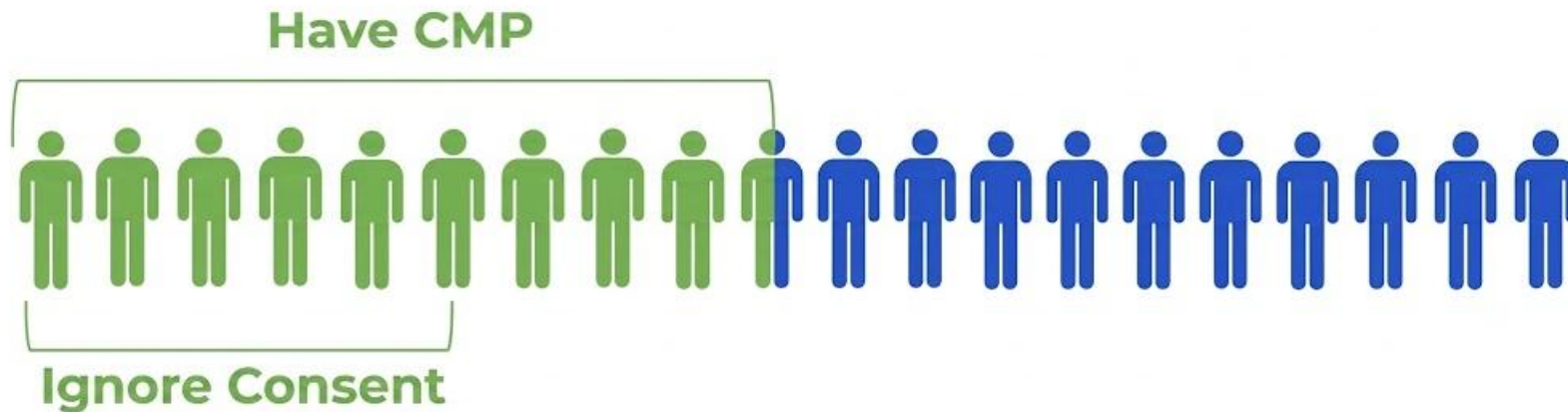
46.7 %

Of Fortune 1000 companies **have a consent manager** on their home page

After opting out of tracking,
what percent **still load**
advertising trackers on their
pages?

After opting out of tracking, what percent **still**
load advertising trackers on their pages?

55.4 %



After opting out of tracking,
what percent **still set 3rd-
party cookies?**

71.0 %

Of Fortune 1000 companies still set 3rd-party
cookies after option out of tracking

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Q & A



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