

# AdTech

## Overview

New business and regulatory challenges are emerging daily for businesses in the adtech space. Carlton Fields' team is uniquely equipped to assist advertisers, agencies, publishers, digital advertising companies, and technology businesses with regulatory compliance, privacy consulting, data rights and ownership, terms of service, brand and intellectual property protection, M&A support, contract review, and other day-to-day technology transaction needs.

Carlton Fields offers expertise in the adtech space related to:

- Compliance programs to adhere to the changing regulatory landscape, including the California Consumer Privacy Act (CCPA), the California Privacy Rights Act (CPRCA), the Colorado Privacy Act (CPA), the Virginia Consumer Data Protection Act (VCDPA), the European Union's General Data Protection Regulation (GDPR), and the United Kingdom GDPR.
- Data privacy impact assessments related to direct and indirect marketing practices and technologies.
- Terms of service and service provider frameworks for software as a service (SaaS) businesses.
- Intellectual property advisement services, including copyright, trademark, and brand management.
- Technology transaction support, including partnerships, mergers and acquisitions, revenue sharing agreements, and other contractual frameworks related to digital advertisement arrangements.
- Technology implementation around cookies and appropriate notice and consent models in the various U.S. states and European Union member states.
- Assisting businesses in navigating emerging adtech industry standards.

## Experience

Representative engagements include:

- Assisting clients in adherence to cookie consent guidelines issued by EU member state data protection authorities.
- Advising on business model for early-stage startup companies.
- Defending clients under regulatory inquiry and investigation by federal and state government agencies related to digital advertising practices.
- Assisting and representing clients with the creation and implementation of vendor management programs, including policies and procedures related to vendor risk assessment, vendor due diligence, vendor supervision, and vendor contract negotiation and management.
- Helping clients design beginning-to-end privacy compliance programs for new products, means of advertising, or other uses of consumer data, including drafting and strategic placement of all necessary notices and authorizations, as well as negotiating associated contracts.
- Representing, with local counsel, companies before EU data protection authorities in regulatory inquiries.
- Assisting global adtech company with all of its commercial contract work.

## Our Team

## Key Contacts



Michael D. Margulies

SHAREHOLDER

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Additional Members



Gail Podolsky

SHAREHOLDER

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Atlanta

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## Related Capabilities

### Practices

- Banking, Commercial, and Consumer Finance
- Health Care
- Blockchain and Digital Currency
- Business Transactions
- Corporate Law and Governance
- Crypto Insolvency and Fiduciary Practice
- Cybersecurity and Privacy
- Intellectual Property

### Industries

- Banking, Commercial, and Consumer Finance
- Health Care
- Telecommunications

- Immigration Planning and Compliance
- Litigation and Trials
- Media, Entertainment, Music & Sports
- Tax
- Telecommunications
- Telephone Consumer Protection Act
- Trade Secrets / Noncompete Litigation and Consulting
- White Collar Crime & Government Investigations
- Class Actions