

Adtech Regulation: More Changes Loom for Online Marketers

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Carlton Fields adtech and cybersecurity attorney Christina Gagnier was quoted in a *Wall Street Journal* *CMO Today* article, “More Changes Loom for Online Marketers,” about the many online issues marketers must work through this year, including cookies, compliance with the GDPR after a decision from Belgium’s data protection authority, the California Privacy Rights Act, and Google’s privacy rules. “If you’ve been relying on a self regulatory framework that then is found to not comply with the GDPR, you then are finding yourself probably not in compliance with the GDPR, even though maybe in earnest, you thought you were,” said Gagnier. [Read the article](#). (Subscription may be required).

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