

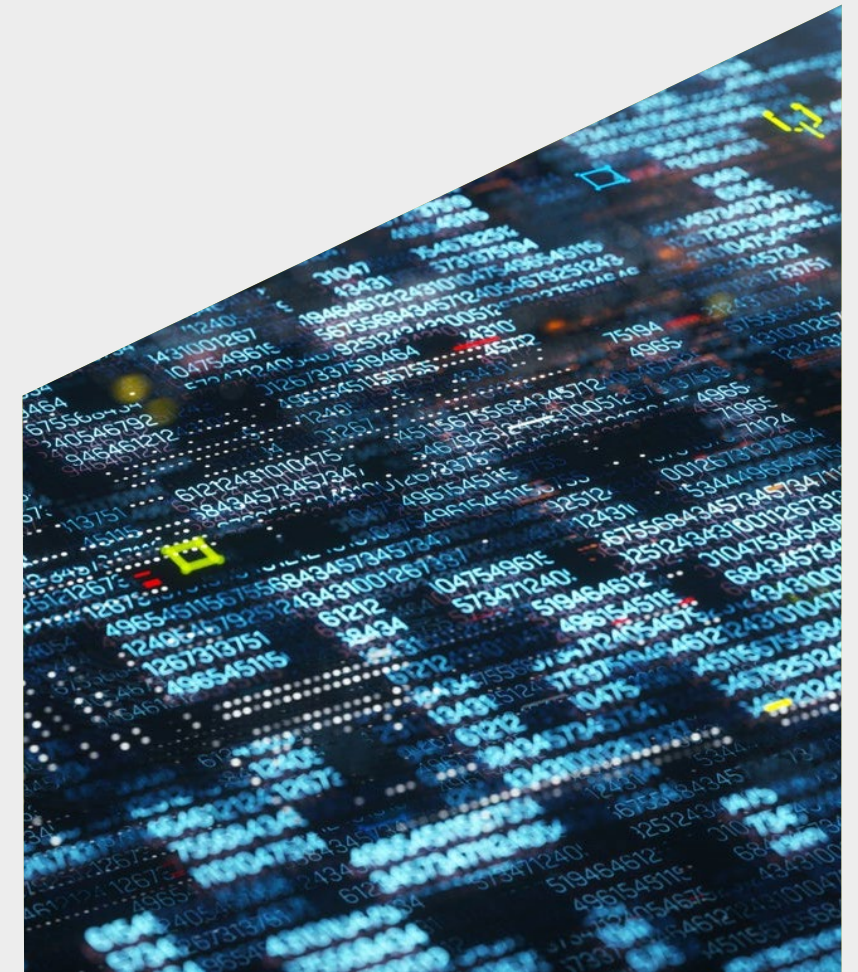


STEER CLEAR! CONSUMER PROTECTION LANDMINES THAT WILL TANK YOUR BUSINESS IN 2022

READING THE PRIVACY TEA
LEAVES—HOW TO PREPARE FOR
THE UNEXPECTED

McDermott
Will & Emery

January 11, 2022
[mwe.com](https://www.mwe.com)



SPEAKERS



LESLI ESPOSITO

Partner

Washington, DC

lesposito@mwe.com



DAVID SAUNDERS

Partner

Chicago

dsaunders@mwe.com



DISCUSSION TOPICS

- Preparing for new State laws and FTC Rule making
- Data analytics and monetizing consumer records
- How mergers are shaping consumer reach
- Vendor Management

TAKEAWAYS

- So you're saying there's a chance?
 - Brace for more state privacy laws and don't bet on federal action
- Check yourself before you wreck yourself
 - Before engaging in secondary data use, check your privacy policy
- Sell me this pen
 - If a goal of a deal is data, make sure you can use the data post-close
- Help me help you
 - Make sure you know how your vendors are securing your data