## Marketing Tech in the Mayhem/ Cookie Crunching: Navigating the Complex World of Adtech and Martech

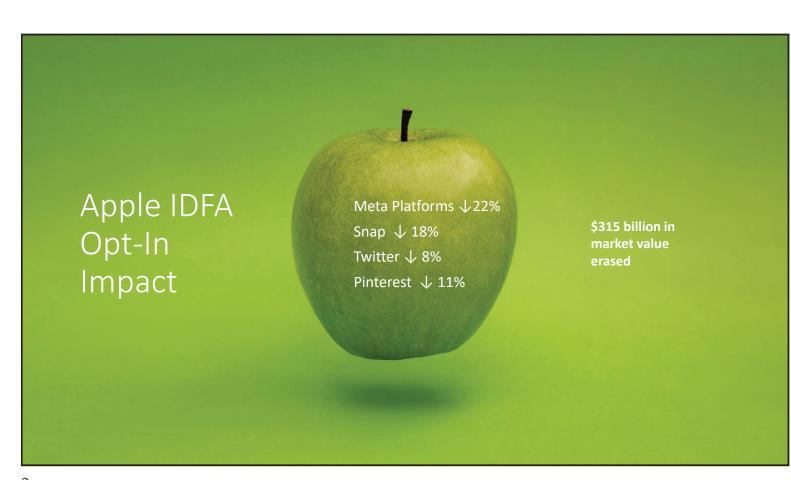
Susan Hintze Hintze Law

K Royal Crawford & Co.



May 25, 2023

1



FTC -Health Advertising Cases





\$7.8 M

\$1.5 M

3



Advertising State Law Comparison (as of 4/24/2023)

	California	Virginia	Colorado	Connecticut	Utah	Iowa
Sale Opt-out	Yes (broad)	Yes (narrow)	Yes (broad)	Yes (broad)	Yes (narrow)	Yes (narrow)
Targeted Ads Opt-out	Yes	Yes	Yes	Yes	Yes	Yes*
GPC Opt-out	Yes		Yes	Yes		
Teens & Kids Behavioral Ads	U13 parent consent 13-15 double opt- in	U13 parent consent + risk assessment	U13	No	No	No
Sensitive Data Choice	Opt-out secondary use	Opt-in	Opt-in	Opt-in	Opt-out	Opt-out
Profiling with significant effect optout	Yes	Yes	Yes	Yes	No	No
Dark Patterns	Yes	No	Yes	Yes	No	No

5

## CCPA -Sephora

- \$12.M Settlement
- 2 yr consent decree
- Mandated terms for service providers
- Global Privacy Control must be honored for "sale" of data







Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the <u>UT Law CLE eLibrary (utcle.org/elibrary)</u>

Title search: Marketing Tech in the Mayhem/ Cookie Crunching: Navigating the Complex World of Adtech and Martech

Also available as part of the eCourse 2023 Technology Law eConference

First appeared as part of the conference materials for the  $36^{th}$  Annual Technology Law Conference session "Marketing Tech in the Mayhem/ Cookie Crunching: Navigating the Complex World of Adtech and Martech"