



NAI

SUMMIT

2019



ADTECH IN THE SECOND CITY

MAY 22, 2019

MORGAN MANUFACTURING, CHICAGO, IL



# SUMMIT AGENDA



**8.30 – 9.05AM BREAKFAST AND REGISTRATION**



**9.05 – 9.25AM NAI CEO AND BOARD OF DIRECTORS' CHAIRMAN WELCOME**



**9.25 – 10.15AM PANEL 1**

## **Precise Location Data at a Crossroads: Where Do We Go From Here?**

The industry faces increasing scrutiny around the collection and use of location data. While current practices have met their share of skepticism for years, they have in many ways continued with minimal oversight. Recent headlines and increasing legislative interest on the collection and use of location data by technology companies are at their highest in years, and it may be time that we take another look at location data and see whether there are opportunities to enhance protections. This panel will discuss recent concerns surrounding location data, how industry could address these concerns, whether all uses of location data should be treated the same, and whether current industry efforts to combat these rising concerns are making a difference.



**10.15 – 10.30AM COFFEE BREAK**



**10.30 – 11.20AM PANEL 2**

## **Health-Related Targeting: Helping Consumers, Invading Privacy, or Both?**

Health-related ad targeting has long been a controversial topic in the Ad Tech industry. Some think that helping users find treatments and medications for their health conditions is a benefit to society, while others feel that making inferences about users' health, especially regarding certain conditions, is a sensitive topic that should either require additional notice and consent or be strictly forbidden. Is there a difference if the targeting is based on non-sensitive data, such as lookalike modeling? Is the targeting of pharma ad campaigns based on purely demographic data still potentially sensitive? If so,



where should the line be drawn between sensitive and non-sensitive? Does the “name” of the audience or segment matter in determining sensitivity? If so, is this really just about appearances? Join us for a lively debate about the pros and cons of health and pharma targeting.



**11.20AM – 12.10PM PANEL 3**

**Technological Changes Shifting the Identity Paradigm**

Identity is a critical concept to the operations of an Ad Tech company. It is due to this concept that companies can identify and connect devices for Personalized Advertising and provide opt-out mechanisms. But more recently, an extra layer of complexity has been added as new laws require companies to identify individuals when they submit access requests for their information. In addition, these new laws tend to broadly define the information covered by the legislation, making compliance particularly difficult. This panel will assess recent and future changes in technology that are shifting the Ad Tech identity paradigm, including browser restrictions on third-party cookies, non-cookie technology, first-party ad related cookies, rumored changes to or removal of mobile ad IDs, and increased adoption of shared cookie IDs.



**12.10 – 1.10PM LUNCH**



**1.10 – 2.00PM KEYNOTE PRESENTATION**

*Andrew Smith, Director, Bureau of Consumer Protection, FTC*



**2.00 – 2.50PM PANEL 4**

**Inter-Operability in a Global Regulatory Environment**

NAI member companies have invested significantly in privacy tools, consumer data access portals, and other technology to comply with newly enacted laws and regulations around the world. This ever-increasingly complex and fragmented regulatory environment has created challenges for companies that operate across the world and has threatened the inter-operability of global business models. This panel will explore whether the GDPR has

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## SUMMIT AGENDA (continued)

compelled companies to consider consent as a default mechanism for data processing on a global basis, what role self-regulation can and will play in a fragmented global regime, and whether new laws in the US will reinforce the existing notice-and-choice, implied consent model.



**2.50 – 3.10PM COFFEE BREAK**



**3.10 – 4.00PM PANEL 5**

### **The Future of Ad Tech in a Fragmented State Legal Environment**

As California regulators continue down the path of implementing the CCPA, many critical questions remain about the impact of compliance where virtually all sharing of consumer data could be subject to “sale” requirements. At the same time, there are also likely to be at least several other states enacting similar, but different, consumer privacy laws. This session will explore the biggest CCPA compliance challenges for both advertisers and first parties, as well as the possibility of an even greater fragmented state legal environment where companies may be forced to comply with disparate requirements for consumer transparency, choice, access, and deletion.



**4.00 – 4.50PM PANEL 6**

### **Can a Federal Privacy Law Provide an Effective Framework for Ad Tech?**

Despite strong bipartisan consensus about the need for a federal privacy law, a national privacy framework will not come without sweeping new federal regulations and enhanced enforcement. While state laws are testing the limits of transparency and control, there is a strong appetite to focus more on uses of data and consumer harm. Either way, the industry will need to make tough choices about which trade-offs are worth a uniform national framework with federal preemption, if this is even politically possible. This session will explore the opportunities and challenges of a “new paradigm” that protects consumers against “unreasonable” data practices, including a robust discussion of what this framework might look like, and what the obstacles are to reaching consensus.



**4.50 – 5.00PM CLOSING REMARKS**



**5.00 – 6.00PM COCKTAIL RECEPTION**