DATA PRIVACY: FEDERAL REGULATION OR A STATE-BY-STATE MAZE OF RULES?

Alison Pepper
EVP, Government Relations, 4A’s
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Federal Privacy Legislation – What’s the Hold-Up?

- Private Right Of Action
- Federal Preemption
New Federal Privacy Legislation Continues To Be Introduced

Data Privacy – 2

Data Security & Breach Notification – 1

Financial Privacy – 1

Health Privacy – 2

Location Privacy – 1

Section 230 Reform – 6

Social Networks & Platforms -7

Congress Is Very Focused On Section 230 Reform And Social Networks & Platforms In General.
It’s Easy To See The Focus On 230 And Social Networks And Platforms

- TikTok hit with biometric data privacy suit under GDPR
- Google is facing a lawsuit after a privacy flaw in its contact tracing tech exposed Android users’ data to third-party apps
- AT SOCIAL MEDIA HEARING, LAWMAKERS CIRCLE ALGORITHM-FOCUSED SECTION 230 REFORM – TECHCRUNCH
- Senate panel mulls revoking immunity, citing COVID scams online
- All The Ways Facebook Tracks You And How To Stop It
- Privacy: Apple users say ‘no thanks, Facebook’
- Section 230 Reform: Left and Right Want It, for Very Different Reasons

TikTok Child Privacy Lawsuit Alleges Misuse of Personal Data of Millions of Minors

By David Bruse on May 10, 2021, 07:58 PM
Privacy For America Relaunch

After A Hiatus Year Due To COVID-19, Privacy For America Is Relaunching With Hill Day Outreach In Spring Of 2021.
States Continue To Move Privacy Legislation
Why Did Florida Fail At The 11th Hour?

Private Right Of Action

• Governor DeSantis Wanted Social Media De-Platforming And Transgender Sports Legislation.

Horse Trading
Google And Apple Roll-Out Privacy Changes

Apple iOS 14.5.1 With ATT

Google FLoC
What Is The Future Of Personalized Advertising?

The New Identity Framework: For both CTV and DV+

- Users log in and this information is used to create a persistent ID.
  - Coverage: Low (20–25%)
  - Accuracy: High (same as current 3Pc system)

- Publishers use first party identifiers to identify user interests, and federate this interest data amongst many publishers to achieve scale.
  - Coverage: High (60-70% of Internet)
  - Accuracy: High (below current system because not directly linked to buyer data)

- Browser Does Everything, Including Segments and Auctions.
  - Coverage: High (99% of Internet)
  - Accuracy: Low (estimate 50–70% drop off compared to current system)
The Wild Card Of Antitrust

- FTC, DOJ, And State AG’s All Pursuing Claims Against Google And Facebook.
- EU Pursuing Claims Against Apple.
- Private Litigation (Epic v. Apple).
- New Legislation Being Proposed.
- New FTC And White House Appointments.