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Tracking Technologies: Part 4:

Compliance Challenges and Solutions

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The ecosystem and dynamic state of digital technologies, and the legal regimes around them, present companies with complexities that require thoughtful compliance and risk-mitigation strategies. This final installment of a four-part article series examines some of those compliance challenges and solutions specific to the digital advertising industry, as well as broader tracking use litigation risks and mitigation steps.

Part one kicked off this article series with a comprehensive review of the legal landscape around digital tracking. Part two took a deep dive into the technical workings and types of digital data collection tools. Part three provided a roadmap for organizations starting out – or working toward –crafting a comprehensive, cross-functional program for managing digital trackers.