CHOATE'S LITIGATION UPDATES PODCAST | 03.20.2023

AdTech 101 – Understanding the Basics

The use of AdTech tools is facing increasing legal and ethical scrutiny from the government, plaintiffs' law firms and the public. In the first episode of our three-part AdTech podcast series, Christine Savage of Choate and Jim Vint of Secretariat provide a short primer on what AdTech is, what it is used for, and the terminology surrounding some of these web tools. In future sessions we'll talk about legal and regulatory risks associated with the use of AdTech and steps businesses can take now to manage risks.

Please join us for a comprehensive live webinar discussing "Managing AdTech Risk When Capturing Sensitive Information" on Wednesday, April 12th at 12:00 p.m. Register here.

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Christine G. Savage
Co-Head of Government Enforcement & Compliance