

## Boston DataXu Meet Up: How EU Data & Privacy Shifts are Impacting the Ad Tech Ecosystem Worldwide

AUGUST 17, 2016

Join DataXu on August 17 for an exciting Data & Privacy Panel. The EU General Data Protection Regulation (GDPR) presents the most ambitious and comprehensive changes to data protection rules around the world in over two decades. It repeals and replaces Directive 95/46/EC and its Member State implementing legislation. The GDPR will have a significant impact on the ad tech ecosystem and the data all members of the ecosystem leverage to serve ads globally.

WilmerHale Partner Reed Freeman, along with lawyers/data privacy officers from Oracle Data Cloud and Ropes & Gray, will present a panel discussion about GDPR and the implications for the industry. This content session and networking happy hour will dive deep on GDPR basics, the implications for ad tech companies and consumers alike, compliance solutions and the global impact of this impending regulation.

[READ MORE ABOUT THE EVENT](#)

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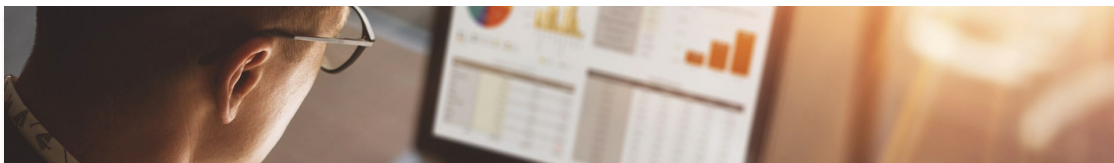
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