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2024 Privacy, AI & Cybersecurity Year in Review

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2024 was a pivotal year in the regulation of data practices, with increased scrutiny of artificial intelligence (AI), data brokers, and the ecosystem of commercial data, and the continued proliferation of comprehensive United States (US) state privacy laws with bespoke twists such as expanded protections for teen data. While new laws created headlines, existing laws and consumer protection frameworks proved equally important in shaping the regulatory landscape, especially in the U.S. This convergence, in conjunction with uncertainty around the priorities of key federal agencies such as the Federal Trade Commission (FTC), presents challenges and opportunities for organizations, particularly those that depend on the data broker ecosystem or data broker services

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