Webinars | March 18, 2026 | 12:00 PM - 1:00 PM ET

Are You a Data Broker and Don’t Know It? Navigating the Data Broker Ecosystem

Zoom

SPEAKERS

Cindy D. Hanson | David J. Navetta | Roshni Patel

Join us for the first installment of our series, “Data Brokers Under Fire: Litigation and Compliance Strategies to Help Temper the Flames.”

Topics include:

- Defining the Data Broker Ecosystem
  - How the modern data broker ecosystem works — and why many companies are in it without realizing it.
  - “True” data brokers vs. companies that straddle the line.
  - Why you still need to care if you rely on or partner with data brokers.
- Regulatory and Compliance Landscape
  - What to do if you are a data broker: registration and core obligations.
  - Practical ways to avoid becoming a data broker and stay on the “other side of the fence.”
  - Key state laws (including New Jersey), B2B data broker issues, and a brief look at the DELETE Act.
- Litigation and Enforcement Trends
  - Current litigation and regulatory hot spots for data brokers and adjacent businesses.
  - FCRA intersections and exemptions: why companies with significant data are rarely “neither.”
  - Daniel’s Law, misappropriation of likeness cases, CIPA/SIPA trends, and enforcement under general state privacy laws (e.g., Colorado).

RELATED INDUSTRIES + PRACTICES

- Privacy + Cyber

©2026 Troutman Pepper Locke