

Firm Events | March 15, 2024 | 9:00 AM - 10:30 AM ET

# Buckle Up for a Wild Ride: Privacy, Security, and AI's Whirlwind Year!

Zoom

## SPEAKERS

Julie Hoffmeister Smith | Sadia Mirza | James Koenig | Joel M. Lutz | Samuel E. "Gene" Fishel | Laura Hamady | Robyn W. Lin

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## Friday, March 15 • 1:00 – 2:30 p.m. ET

Fasten your seatbelts, folks! 2023 was like a high-speed chase through the world of privacy, security, and artificial intelligence. New technologies zoomed past us, regulations took sharp turns and presented new barriers! They were the speed bumps many didn't see coming. But don't worry! Troutman Pepper is your trusty GPS with the [2023 Privacy Year in Review](#), guiding you through the winding roads of trends and developments set to shape the roadmap for 2024.

Save the date for March 15, as we rev up our engines for our "Special Edition" webinar. We've assembled a pit crew of experts ready to navigate key topics and share the inside track on how companies are responding and preparing. Here's a quick pit stop at our lineup of the fast-moving trends we will cover:

- We will speed through the growing momentum of U.S. State Comprehensive Privacy Laws – now at a thrilling 13 and counting!
- We will discuss how companies are shifting gears from panic to developing AI Programs and safeguards leveraging adjacent privacy controls.
- We will unveil the latest rules of the road for cookies, tracking, AdTech, and children's privacy.
- We will take us on a global rally of new and evolving privacy laws.
- We will delve into the increased scrutiny of lead generation activities and data brokers impacting marketing for all companies.
- We will shed light on the ongoing race against ransomware and wire-transfer fraud amid heightened scrutiny and obligations.

Don't get left in the dust! Stay ahead of the pack in privacy and cybersecurity trends and get the chance to ask "real time" questions from our team of experts. Register now through the link above to secure your pole position.

We look forward to your participation and the turbo-charged questions to follow.

If you have any queries or require further information, our team is always at your service. Feel free to reach out to our [Privacy + Cyber team](#).

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