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# Decoding Privacy Laws: Insights for Small to Mid-Sized Businesses

## Regulatory Oversight Podcast

### SPEAKERS

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In the latest episode of *Regulatory Oversight*, Troutman Pepper attorneys Gene Fishel and Joel Lutz welcome guests Aurelia Lewis and Beth Saunders of Lewis Media Partners to discuss evolving privacy laws and their impact on small to mid-sized businesses. Aurelia, as founder and president, and Beth, as vice-president, highlight their wealth of knowledge and experience guiding companies through effective advertising including media channel planning and buying.

The group discusses pertinent details of a vast array of privacy laws and explore challenges small to mid-sized businesses face in complying with them, while offering guidance on how to navigate this privacy gauntlet. This includes shedding light on potential triggers for regulatory scrutiny and the operational hurdles around digital tracking and data subject rights. Highlighting the critical role of data management and governance, the discussion underscores the need for businesses to thoroughly understand the data they possess and how it is processed in order to avoid privacy law non-compliance and associated penalties.

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