

## **The Privacy Professional's Guide to Digital Advertising Across the Globe**

Digital marketing and advertising are key components of any successful global marketing campaign. However, companies must now balance marketing goals with new global privacy regulations and more privacy-aware consumers. Organizations must ensure they're keeping up with the latest cookie and tracking technology requirements while continuing to support consumer choice and transparency.

To help companies understand the ever-expanding opportunities and potential landmines associated with tracking technologies, this whitepaper aims to provide your organization with the tools necessary to run a successful global marketing campaign while keeping compliant with the growing number of global privacy laws.

[Click here to access the publication.](#)

### **Authors**



#### **Scott J. Palmer**

Partner

[SPalmer@perkinscoie.com](mailto:SPalmer@perkinscoie.com) [86.10.5971.9399](tel:86.10.5971.9399)



#### **Naa Kai Koppoe**

Associate

[NKKoppoe@perkinscoie.com](mailto:NKKoppoe@perkinscoie.com) [310.788.3256](tel:310.788.3256)