Olshan Intellectual Property/Brand Management and Protection partner Mary Grieco was quoted in a recent Law360 article (subscription required) entitled “Apple’s App Tracking Shift Seizes On ‘Spirit’ Of Privacy Laws.”

The article explores Apple’s latest operating system rollout, iOS 14.5, and the ramifications of the multinational tech company’s new App Tracking Transparency Framework. This will require apps that track users across other apps or websites for targeted advertising purposes to alert those users with a one-time pop-up option to deny permission for this tracking. This opt-in privacy measure is more stringent than the opt-out privacy frameworks adopted by California’s Consumer Privacy Act (“CCPA”) and Virginia’s Consumer Data Protection Act (“CDPA”). Likely to bring massive changes to the ad tech industry, the update is expected to promote compliance with these laws while possibly influencing future privacy legislation and regulation. Ms. Grieco, who has broad experience advising clients on compliance with consumer privacy laws and is certified as an Information Privacy Professional for Europe (CIPP/E) by the International Association of Privacy Professionals, explained, “There’s a trend among existing privacy laws and those that are in the works of giving consumers more ability to understand and know what happens with their data, and that has to be balanced with companies’ rights to advertise and market goods and services.”

Tags: California Consumer Privacy Act, Privacy, Tech Companies