

Lustigman Speaks at 6th Annual Mobile Marketing Day

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On March 12, 2015, Advertising, Marketing & Promotions Partner Andrew Lustigman spoke at Mobile Marketer's 6th Annual Mobile Marketing Day in the session, "New Legal Developments in Mobile Marketing, Mobile Apps and Tracking." Specifically, he addressed the new legal developments in mobile marketing, mobile applications, and tracking. Andy explained that marketers should build privacy considerations into mobile applications from the get-go, thinking about how privacy is going to play when the app is launched, as people use it and interact with other third-party apps as well as how technology might evolve.

PROFESSIONALS

Andrew B. Lustigman

PRACTICE AREAS

Advertising, Marketing & Promotions

Internet & Digital Marketing Law

Privacy, Data and Security