SPEAKING ENGAGEMENT

Where Privacy-by-Design Ends and Enforcement Begins: Rethinking Website Compliance in 2025 | Adriana Beach

San Francisco Bay Area Association of Corporate Counsel

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Speakers: Adriana Beach

From cookie banners and consent signals to targeted advertising and third-party scripts, websites have become a focal point for privacy enforcement across the country. As state regulators sharpen their focus on digital transparency, user control, and opt-out compliance, businesses are facing increased scrutiny for how they collect and share consumer data online.

This panel-moderated by Adriana Beach (Of Counsel at Benesch)-brings together in-house counsel and enforcement perspectives to unpack the latest trends shaping privacy enforcement at the state level. Panelists will explore how regulatory expectations are evolving, what enforcement priorities may lie ahead, and how businesses can proactively evaluate and implement practical measures to assess and future-proof their websites and privacy programs.

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