

"Pixels" and "Cookies," Charming Terms for Tracking Technology, Can Lead to Ugly Data Privacy Headaches

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Companies are always looking for new technology to help develop their brand. Many companies use cookies or pixels embedded in their website to help collect data.

In Molly Arranz and Sofia Valdivia's article, "'Pixels' and 'Cookies', Charming Terms for Tracking Technology, Can Lead to Ugly Data Privacy Headaches," they give you some background on tracking technology and what key things you should be doing to protect your company from class action lawsuits.

You can read Molly and Sofia's full article in the Summer, 2023 edition of *USLAW Magazine*.

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