

## Big Data and Online Behavioral Advertising (OBA): An Advertiser's Perspective

### PLI's Advertising Law Institute

September 13-24

#### Location:

University of Chicago Gleacher Center  
Chicago, IL

#### Time:

9:00 a.m. - 3:30 p.m.

#### Speaker:

Liisa Thomas

#### About:

Liisa will be giving opening remarks and presenting, "Big Data and Online Behavioral Advertising (OBA): An Advertiser's Perspective Origins of big data and how to legally acquire data."

- Tips for negotiating agreements with vendors
- Understanding the legal restrictions, risks, and requirements governing use of consumer data in mobile and online applications
- Handling cross-platform data collection and use
- What lies ahead for big data?

### Attorneys

Liisa M. Thomas