

## Web Tracking Wonders: Navigating Laws in the Interactive Media Maze

Webinar  
05.15.2024

**Wednesday, May 15, 2024**

10:00 a.m. - 10:30 a.m. PT  
12:00 p.m. - 12:30 p.m. CT  
1:00 p.m. - 1:30 p.m. ET

*Complimentary Program via Webinar*

\*Webinar details will be sent upon registration.\*

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This is a concise exploration of the evolving world of web tracking across interactive media platforms. From mainstream consumer companies adopting interactive media strategies to the domains of gaming, VR, social media, and streaming services, the digital landscape is undergoing rapid transformation, underscoring the importance of anticipating what lies ahead.

This webinar will address the following:

- Using predictive analysis to anticipate potential claims in the interactive media sphere, guided by lessons from existing web tracking litigation.
- How AI is being used in web tracking technologies by social media platforms and media companies, current issues surrounding AI consumer call tracking.
- How existing laws adapt to the innovative technologies of apps in gaming, social media, and virtual reality environments.

Presented By

- **Craig Cardon**, *Partner*, Sheppard Mullin
- **Jay Ramsey**, *Partner*, Sheppard Mullin
- **Alyssa Sones**, *Associate*, Sheppard Mullin

Questions? Please contact Maricela Slota via email.

## Attorneys

Craig Cardon

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## Practice Areas

Privacy and Cybersecurity

## Industries

Esports & Games