

## Consumer Choice over Use of Personal Information

*LexisNexis Practical Guidance*

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In part one of a six-part Q&A series with LexisNexis Practical Guidance, Privacy and Cybersecurity team co-leader Liisa Thomas discusses what level of choice organizations must give consumers over use of their personal information, the difference between opt-in and opt-out consent, and when opt-in consent is required.

[Click here to watch the video \(a subscription is required\).](#)

### Attorneys

Liisa M. Thomas

### Practice Areas

Privacy and Cybersecurity