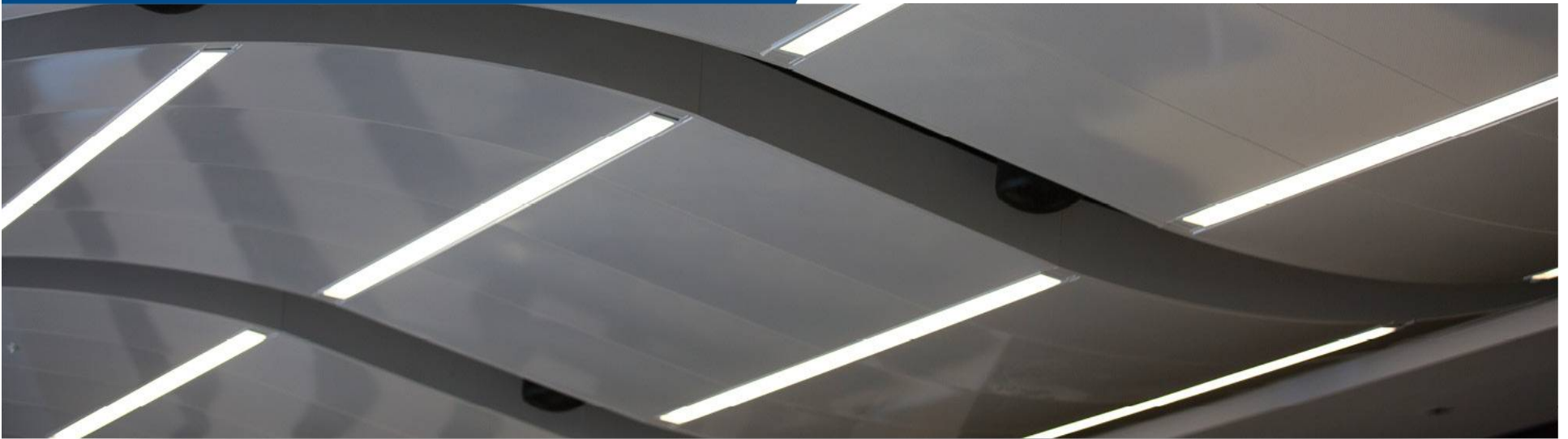




ALSTON & BIRD



The Future of Digital Content Personalization

May 26, 2021



Impact of new and emerging state laws on personalization of digital content

Trends in state regulation

New and emerging
standards concerning
automated
decision-making

Analysis of content
personalization tools,
products, initiatives



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Article Type



Buying Guides

What to Wear Backpacking

★★★★★ 251 Reviews



Buying Guides

How to Choose Hiking Socks

★★★★★ 760 Reviews



Buying Guides

What to Wear Hiking

★★★★★ 242 Reviews



We think you'd enjoy these homes for a quick trip out of town.



Rentals in Gatlinburg, TN
3898 rentals



Rentals in Hilton Head, SC
838 rentals



Rentals in Pigeon Forge, TN
3452 rentals



Rentals in Blue Ridge, GA
391 rentals

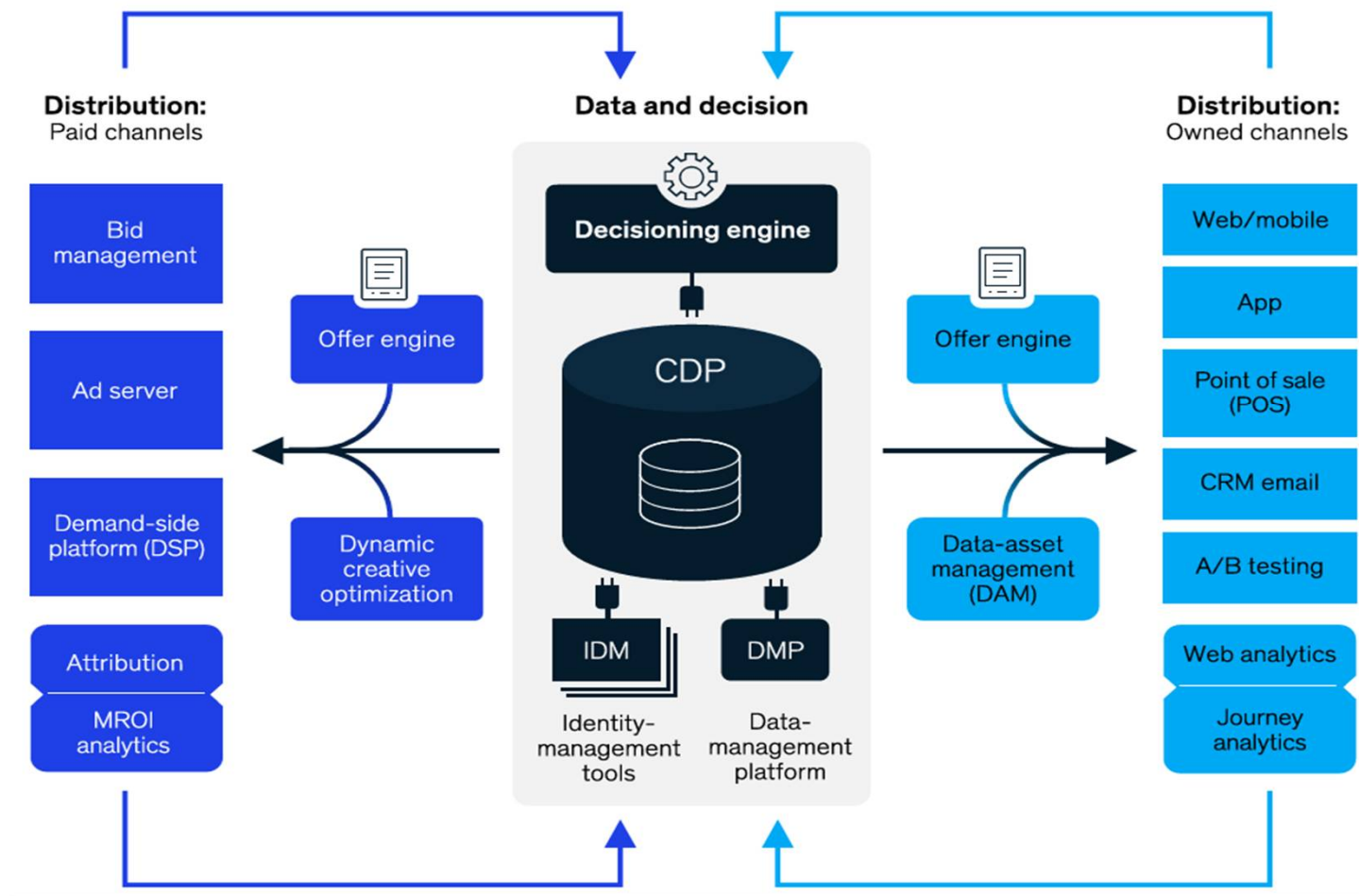


Rentals in Helen, GA
103 rentals



Rentals in Tybee Island, GA
211 rentals

Exhibit 3

The data and martech stack to enable personalization at scaleMcKinsey & Company, *A Technology Blueprint for Personalization at Scale* (May 2019)

IMPACTS

Economic

Privacy

Consumer
Experience

Societal

Personalization at scale has the potential to create \$1.7 trillion to \$3 trillion in new value.

- McKinsey & Company, *A Technology Blueprint for Personalization at Scale* (May 2019)

Transparency / Choice / Accountability

Filtering the Internet



REGULATIONS

REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

of 27 April 2016

on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)

California Consumer Privacy Act (CCPA)

[Home](#) / [Privacy](#) / [California Consumer Privacy Act \(CCPA\)](#)

The [California Consumer Privacy Act of 2018](#) (CCPA) gives consumers more control over the personal information that businesses collect about them and the [CCPA regulations](#) provide guidance on how to implement the law. This landmark law secures new privacy rights for California consumers, including:

- The [right to know](#) about the personal information a business collects about them and how it is used and shared;
- The [right to delete](#) personal information collected from them (with some exceptions);
- The [right to opt-out](#) of the sale of their personal information; and
- The [right to non-discrimination](#) for exercising their CCPA rights.

[Businesses](#) are required to give consumers certain notices [explaining their privacy practices](#). The CCPA applies to many businesses, including [data brokers](#).





UPDATE
April 26, 2021

iOS 14.5 delivers Unlock iPhone with Apple Watch, more diverse Siri voice options, and new privacy controls

CHAPTER 35

An Act to amend the Code of Virginia by adding in Title 59.1 a chapter numbered 52, consisting of sections numbered 59.1-571 through 59.1-581, relating to Consumer Data Protection Act.

[H 2307]

Approved March 2, 2021

Be it enacted by the General Assembly of Virginia:

1. That the Code of Virginia is amended by adding in Title 59.1 a chapter numbered 52, consisting of sections numbered 59.1-571 through 59.1-581, as follows:

CHAPTER 52.

CONSUMER DATA PROTECTION ACT.

Electronic Communications Privacy Act of 1986 (ECPA)

Panelists

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