In Toronto, Marketers are Preparing for a ‘New World Order’ for Consumer Data

Digital marketers in Canada’s creative hub say conversations around online privacy won’t be confined to Europe. According to Caroline Papadatos, svp of global solutions at LoyaltyOne in Toronto, a “spectrum of empowerment” for consumers and how they view data has changed in light of the EU’s General Data Protection Regulations, which change the laws for… https://www.adweek.com/digital/in-toronto-marketers-are-preparing-for-a-new-world-order-for-consumer-data/