

Media Agencies Are Embracing Data Ethics to Help Clients Do What's Right, Not Just What's Legal

Not long ago, people browsed the web or shopped online without even considering the bread crumb trails of personal information they left for marketers. But data privacy has become a concern for most consumers.

Recommended articles

<https://www.adweek.com/agencies/media-agencies-are-embracing-data-ethics-to-help-clients-do-whats-right-not-just-whats-legal/>