

Publications & News

In the News

Deborah Greaves Published in Daily Journal on State Privacy Laws for Retailers

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Offit Kurman Principal [Deborah Greaves](#) recently published an article in the *Daily Journal*, "Rising Above the Noise of Privacy Laws," examining the ways state privacy laws can impact advertising efforts for retailers.

With new privacy laws making it easier for consumers to opt out of targeted advertising, it has become challenging for online retailers to effectively reach their target audience. In the article, she looks at ways for retailers to break through the noise and reach their target consumers.

Read the full article in the *Daily Journal* [here](#) (subscription required).

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- Deborah Greaves

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