

Smart Retailing: Legal and Business Issues Regarding The Use Of Biometric and Behavioral Data In Real World Retail Environments

RILA Retail Law Conference 2019

October 16-18, 2019

Where:

JW Marriott Nashville
201 8th Avenue South
Nashville, TN 37203

When:

October 17, 2019
2:15 p.m. - 3:15 p.m.

Speakers:

Rachel Hudson
Craig Cardon

Panel:

Smart Retailing: Legal and Business Issues Regarding The Use Of Biometric and Behavioral Data In Real World Retail Environments

The panel will discuss the legal and business issues regarding the emergent trend of retailers using cameras and sensors to track consumer biometric and behavioral data—movement, mood, and attention—in real world retail environments, including: compliance with privacy and data security laws and standards, negotiating agreements with technology and service providers, and practical considerations and strategies such as obtaining consumer notice and consent to certain data collection practices.

About the Conference:

As the premier event for retail general and corporate counsel, the Retail Law Conference provides unprecedented networking for in-house legal teams. The program covers the pressing issues facing the retail industry and provides ample opportunity for interactive participation in roundtable discussions, Q&A with speakers, and networking breaks. As an important bonus, attendees can earn CLE credits - up to 13 credits last year - including credits for Ethics in some states.

[Click here for more information and registration.](#)

Attorneys

Craig Cardon

Rachel Tarko Hudson

Practice Areas

Privacy and Cybersecurity

Industries

Retail