

# Advertising & Digital Media

Polsinelli represents clients involved in all aspects of the digital advertising ecosystem, helping them achieve their business objectives while remaining in compliance with the complex web of laws and regulations governing the advertising space. Leveraging the deep experience of our attorneys in privacy and data protection, technology transactions, data licensing and the regulatory structure governing advertising, we offer our clients a full range of advertising-related services.

The team is experienced in working with media companies, advertising technology companies, advertisers and agencies. Understanding each client's unique role in the ecosystem, as well as the nuances of its business and technology, enables us to partner with our clients to help develop and execute strategies that are tailored to their business goals and risk tolerance.

Our Advertising & Digital Media team includes:

- More than 30 years of combined experience representing the advertising sales divisions of media companies (including cable television, broadcast television and radio companies) in all aspects of their business, including the sale of advertising inventory (linear, online and OTT), the licensing, development and acquisition of advertising technologies, the negotiation of advanced advertising joint ventures, the development of buy and sell side platforms and the use of social media platforms.
- Privacy lawyers qualified in the U.S. and Europe with deep experience in the domestic and international privacy and data protection regulations applicable to digital advertising (including GDPR, CCPA and FTC).
- Incident response lawyers with deep experience counseling clients with respect to unauthorized access to and use of personal information.
- Lawyers who regularly work with clients on compliance with state and federal unfair and deceptive practices laws, sponsored content disclosure requirements and advertising industry standards.

## Matters

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- Represented programmatic advertising platform provider in its negotiations with broadcast television clients as well as buy-side integration partners.
- Negotiated contracts on behalf of media company clients with real-time bidding platforms, demand side platforms and sell side platforms.
- Drafted standard customer terms and conditions for the sale of cable, online and OTT inventory on behalf of ad rep clients.
- Advised clients on implementing social media campaigns, including working with intermediaries to execute those campaigns.

- Worked with clients with respect to legal requirements, restrictions and best practices for targeted and behavioral advertising, including compliance with privacy regulations and industry codes (i.e. IAB Terms) applicable to the creation of advertising profiles, use of third-party marketing lists and creation of custom data fees for sale to third parties.
- Drafted and negotiated buy and sell side platform agreements for the sale of digital ad inventory.
- Drafted and negotiated third-party data licenses for advertising targeting purposes.
- Advised clients with respect to specific GDPR issues arising out of ad tech, including issues of lawful basis for processing, consent, transparency and controller/processor designation.
- Advised clients with respect to specific CCPA issues arising out of ad tech industry, including issues related to the sale of personal information and the IAB's CCPA Do Not Sell Framework.