

What Insider Intelligence Analysts Expect in 2021: A federal privacy law and new antitrust rules

AUDIO |

Sara M. Watson

eMarketer senior analyst at Insider Intelligence Sara M. Watson discusses what she's paying attention to in 2021 and why: a new federal privacy law and reimagining antitrust rules.

Leading Challenges for Privacy Compliance According to US Marketing Technology Decision-Makers, Aug 2020

% of respondents

Making sure marketing lists are compliant with the General Data Protection Regulation (GDPR)/California Consumer Privacy Act (CCPA)

44%

Removing customer data in all systems

38%

Building compliance programs for multiple regulations and regions

37%

Performing data impact assessments

27%

Unifying customer data in one place

26%

Interpreting the laws correctly

24%

Providing and operating consent management

24%

Proving compliance to any specific law

23%

Implementing privacy by design

22%

Providing budget and resources to support privacy programs

21%

Note: n=101; top 3 responses

Source: Advertiser Perceptions, "The State of CDPs: Data Unification, Activation & Analytics Q3 2020" commissioned by Treasure Data, Oct 7, 2020

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