

In The Media

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David Wheeler Quoted in *The Cybersecurity Law Report* Article, "Navigating Global Privacy Control's Not-So-Simple Implementation"

NGE Data Privacy & Information Governance practice leader and Intellectual Property partner David Wheeler was quoted in *The Cybersecurity Law Report* article, "Navigating Global Privacy Control's Not-So-Simple Implementation."

The article discusses the impact of states requiring businesses to honor consumer's personal data sharing preferences. It covers the complexities of global privacy control (GPC) for companies and regulators, which includes opting out of personal data sharing, as well as compliance choices and misconfigurations. It also includes a study of 11,000 websites, which showed the failure of GPC to recognize opt-out signals.

[Read the full article here.](#)

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