

## **Adrienne Ehrhardt Quoted in Legaltech News—Legal Tech's Predictions for Privacy in 2022**

Partner Adrienne Ehrhardt was quoted in "[Legal Tech's Predictions for Privacy in 2022](#)," an article in *Legaltech News* regarding her predictions for the privacy space.

"Cookies crumble—the EU Parliament and Council of the EU will finalize the new ePrivacy Regulation, substantially limiting the ability to track and serve targeted ads to individuals. That combined with CPRA, VCDPA, and CPA will impose limitations on and transform digital advertising in the United States."

### **Contact**



### **[Adrienne Ehrhardt](#)**

Partner

[AEhrhardt@perkinscoie.com](mailto:AEhrhardt@perkinscoie.com) [608.663.7491](tel:608.663.7491)

### **Explore more in**

[Technology Transactions & Privacy Law](#)