

Publication

RELATED PEOPLE

David A. Wheeler

06/05/2025

Tips to Reduce Risk of Exposure to UID2 Class Actions

In an update to his recent *Law360* article, David A. Wheeler AIGP, Intellectual Property Partner and leader of NGE's Cybersecurity & Data Privacy team, expands on reducing the risk of UID2 class actions. UID2, a framework designed as a privacy-conscious alternative to third-party cookies, allows advertisers to recognize users while offering transparency and opt-out options.

David highlights two recent lawsuits filed against The Trade Desk Inc. alleging illegal tracking of customers' personal information without their consent. He also provides tips for shaping privacy policies, including mechanisms for users to opt-out.

[Read the full article here](#) (subscription may be required).