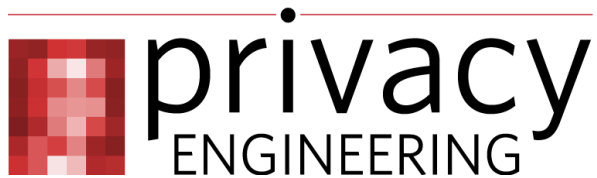


Carnegie Mellon University

Master of Science in Information Technology



Privacy Seminar

Speaker: Eunice Wells

Title:

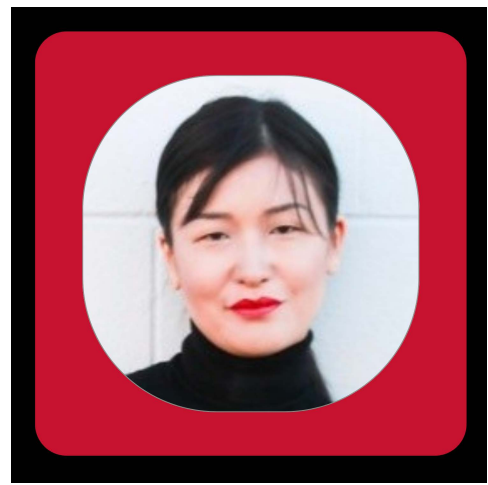
**The Digital Markets Act
and the Ads Ecosystem**

Abstract:

Eunice will be discussing corporate changes in response to the Digital Markets Act. Primers for Eunice's Presentation can be found here:

[https://
techcrunch.com/2024/03/05/
google-dma-changes/](https://techcrunch.com/2024/03/05/google-dma-changes/)

[https://blog.google/around-the-
globe/google-europe/complying-
with-the-digital-markets-act/](https://blog.google/around-the-globe/google-europe/complying-with-the-digital-markets-act/)



Bio:

Eunice is a CIPP/E certified Privacy Professional who is the Head of Ads Privacy, User and Regulatory at Google and has previously worked at Snap Inc. LiveRamp and Workday.

Eunice is also a current student in the Privacy Engineering Program.

Eunice presented remotely. The Seminar was not recorded.

WHEN: March 12th 2024
12:30-1:50pm

WHERE: Hamburg Hall Room 1002

ZOOM LINK:

[https://cmu.zoom.us/
j/97389172852?](https://cmu.zoom.us/j/97389172852?pwd=Q2Q5MEE2b29TaS9VeDQ4VHVXckV2dz09)

[pwd=Q2Q5MEE2b29TaS9VeDQ4V
HVXckV2dz09](https://cmu.zoom.us/j/97389172852?pwd=Q2Q5MEE2b29TaS9VeDQ4VHVXckV2dz09)