

# AdTech & Digital Marketing Privacy Compliance Services

## Where Governance Meets Engineering

Organizations are grappling with an increasingly complex digital advertising landscape—managing thousands of domains, navigating evolving privacy laws, and determining what “reasonable compliance” truly looks like across disparate teams and technologies. In this environment, businesses need streamlined programs to govern ad tracking technologies, automate compliance workflows, and stay ahead of evolving regulatory demands and litigation threats.

FTI Technology’s Information Governance, Privacy & Security practice includes an experienced team of AdTech & Digital Marketing Privacy Compliance specialists composed of lawyers, technologists, web, and marketing experts. FTI’s AdTech team supports clients in implementing, analysing, remediating and advising upon the myriad of digital marketing technologies – and the associated tools used to manage privacy risk.

Services Include:

### **AdTech & Digital Marketing Governance Program Design**

– Build program framework with defined data collection requirements, associated roles, responsibilities and consent conditions, standards for compliance and provide supplemental training materials for key stakeholders.

### **Marketing and Privacy Advisory & Technology**

**Implementation** – Align marketing technology ecosystems with global privacy regulations, provide real-time consent enforcement, continuous monitoring and drift detection, and audit-ready evidence and reporting.

**Privacy Engineering** – Establish continuous, risk-based monitoring workflows that operationalize AdTech governance and supplement the broader privacy program including integration requirements across systems, CMP categories and consent logic, tag firing and suppression rules, and client-side and server-side enforcement.

**Ad Tracker & Pixel Forensic Analysis** – Provide visibility into the data trackers are sending including an inventory of trackers, transmitted data elements, and the receiving parties and actionable avenues for remediation, includes technical collection, preservation, and analysis of tracker and pixel data.

**Tracking Technology Remediation** – Provide universal consent and preference management services, cookie management technology implementation and remediation, updated tag manager and/or cookie management tool configuration.

## OUR APPROACH

### **AdTech Governance Program**

Establish a scalable governance model that defines how AdTech decisions are made, approved, enforced, and monitored across the organization.

### **Privacy Engineering - Discovery**

Assess the current-state privacy and AdTech stack and define clear, actionable requirements for CMP, tag management, and PIA system integrations.

### **Privacy Engineering - Implementation**

Implement, test, and operationalize technical changes that enforce governance decisions and consent requirements across the AdTech ecosystem.

### **Operationalization & Continuous Enforcement**

Embed governance and privacy engineering into day-to-day operations, supporting ongoing change, scale, and audit readiness.

## Why FTI for Privacy

**Prioritization of Data Value** – FTI works to understand client products and services and develop a strategies that reduce risk around personal data and improves that data’s value by making it more transparent, which enables clients to make more effective business decisions.

**Extensive Privacy Regulatory Experience** - Our global team is adept at designing and building regulatory requirements across markets (North America, EMEA, APAC). We have field experience building solutions around diverse privacy regulations including VPPA, CCPA, CMIA, GDPR, HIPAA, PCI DSS, and more.

**Strong Technical Expertise** - We have wide-ranging experience with diverse data environments, including off-the-shelf and in-house enterprise platforms and applications.

**Effective Program Execution** - Our team translates high-level requirements into executable project plans and uses an array of workflows to fit the specific parameters of the project - from proven, out-of-the-box methods to custom processes designed specifically for the corporation’s business model.

**Truly Cross Functional Service** - We leverage a wide range of global subject matter expertise across FTI Consulting to enhance our Data Privacy service for several specific verticals (technology, financial services, life science, healthcare, and others), regions and use cases.

## About FTI Technology

FTI Technology solves data-related business challenges, with expertise in legal and regulatory matters. As data increases in size and complexity, we help organizations better govern, secure, find, analyze and rapidly make sense of information. Innovative technology, expert services and tenacious problem-solving provide our global clients with defensible and repeatable solutions. Organizations rely on us to root out fraud, maintain regulatory compliance, reduce legal and IT costs, protect sensitive materials, quickly find facts and harness organizational data to create business value. For more information, please visit [ftitechnology.com](https://ftitechnology.com).

## REPRESENTATIVE EXPERIENCE

### Established Risk-Based AdTech Monitoring for a Global Financial Institution

#### Situation:

A global financial institution operating hundreds of consumer-facing websites lacked centralized visibility into tracking technologies deployed by internal teams and third-party agencies. This limited the organization’s ability to prioritize risk and engage vendors with defensible, evidence-based findings.

#### Our Role:

FTI’s AdTech team partnered closely with the organization’s Privacy team to establish a continuous, risk-based monitoring workflow that operationalized AdTech governance and supplemented the broader privacy program. Elements included risk-ranking websites, establishing automated data collection workflows, performing collections under various conditions to monitor impact of technical variables, and producing reporting aligned to the organization’s legal and business obligations.

#### Our Impact:

FTI helped to establish continuous visibility into tracking technologies across the digital ecosystem, enabled evidence-based conversations with third-party agencies and vendors, supported targeted remediation, reduced regulatory risk, and embedded tracking oversight into the client’s broader privacy governance program.

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