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Expect more stringent regulations over 'big data' to emerge, Daily Journal

By Hsiao (Mark) C. Mao and Jonathan H. Yee
(August 5, 2014)

Like it or not, stricter regulations for internet data tracking are imminent: The question is simply how sweeping such regulations will be. In conjunction with the Federal Trade Commission, legislators are already calling for stricter guidelines. Tighter regulations may also arise as byproduct of efforts to increase cybersecurity across different sectors. Whether it is wise or not, the weight of the popular vote is in favor of stricter regulations on data brokering.

However, few truly understand how sophisticated Internet data "tracking" has become. Regulation would be impossible without unprecedented control on commerce…

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