

Google "Responsibility Town Hall"

Agenda

- **New standards for a privacy-focused ads ecosystem**
 - Nicola Roviario, *EMEA Head of Ads Privacy Google*
- **Responsibility @YouTube + Q&A**
 - Marcelo Azevedo Grigolo, *Head of EMEA Data-Privacy Specialists, Google*
- **Brand Safety State of the Art in Italy**
 - Alberto Vivaldelli, *Chief Innovation Officer, UPA*
- **Safety for Family & Kids**
 - Martina Colasante, *Policy Analyst Italy & Greece, Google*
 - Cristina Malaspina, *Product Marketing Manager Digital Responsibility, Google*