

Welcome to the Event Tech Podcast, where we explore the ever-evolving world of event technology every week. This show is brought to you by Endless Events, the event AV company that doesn't suck. Now let's talk tech.

Will Curran:

Hey, everyone. Welcome back to the Event Tech Podcast. He is the wistful Brandt Krueger.

Brandt Krueger:

And that gentleman over there from Endless Events is the ambiguous Will Curran. Or is he?

Will Curran:

Or isn't he? Or is he?

Brandt Krueger:

Or isn't he?

Will Curran:

I don't know.

Brandt Krueger:

We'll never know.

Will Curran:

So today we have a topic, I think, that's very close to home for Brandt when it comes to a lot of the stuff you're already talking about in terms of security, data privacy, all that sort of stuff. And I'm really excited about this one because I think most people aren't aware of what's getting put together when it comes to what this is. Brandt, you want to talk a little bit about what's going down in the news today?

Brandt Krueger:

Well, one of the things that we're seeing, and it's actually been something that's been bouncing around for a little while now, we've seen drafts of the legislation, but it was finally finally being made public. What's being called the Mind Your Own Business Act, which is basically Congress starting to say, "Tech companies, we're going to start stepping in." So obviously we saw Europe have their moment with GDPR regarding privacy and personal data and your ability to make it go away if you want it to. And most importantly, I think, to come out of GDPR is actual teeth in the legislation for data breaches and things like that. So until you make it painful, people aren't going to do it.

Will Curran:

Absolutely. I mean, like right now, if you look at the current happenings and how this all goes down, is that, let's say for example, there's a huge leak of data, right? Passwords get leaked because they're in an unencrypted document or yada yada, whatever reason. Right? Well, right

now the news comes out that's happened. We notify the users and I think the tech companies just hope to cross their fingers that no one gets angry enough to really care. And I apologize, I'm obviously not a huge person who understands the ideas behind what sort of laws and things like that that go into it. But a lot of times it's just, "Oh man, they really screwed up." They go in the news for a little bit and then everyone forgets about it. And there's nothing that really happens unless there's a class action lawsuit or it's so egregious that all of a sudden, oh, the government's going to decide to sue that company directly.

Brandt Krueger:

Right. I mean, a perfect example of this is Equifax. So the US credit reporting company Equifax leaked basically 143 million, something in that neighborhood, of personal information, social security numbers, the worst possible thing you could lose. And they made money on the deal. Their stock went up. They actually made money on the deal. They sold a lot of people credit monitoring services. Beyond that, I think there was some convictions related to selling off stock, so that they knew that... But it had nothing to do with the actual breach itself, which was total, utter incompetence. It was not like, "Oh, we didn't know. We were just innocently targeted." It was total incompetence. And so what's interesting to me is that the US now, and some states, have been starting to flirt with putting some teeth into privacy and cybersecurity legislation. So talking specifically about this one.

Will Curran:

Yep. And we're going to link down to the original article that we're basing this off of it from Engadget, where they talk about this. But essentially, as they report, the bill would allow the FTC to set minimum privacy and cybersecurity standards for tech companies. So maybe we start with that one and then we can move on to next also issuing fines for up to 4% of companies' annual revenue. If they do make some sort of breaches or something like that, which that's now all of a sudden setting a standard for how much you pay, not just, "Oh, here's \$20,000," or "We'll give \$5 back to every single person." It's like, no, if they're a multibillion dollar company, 4% of their top line revenue. Then the next thing is that make it a crime for senior execs to lie to the agency regarding privacy standards, and powering state attorneys to enforce regulations, and then also allowing users to opt out of data tracking, which is very, very interesting. So maybe we start at the top.

Brandt Krueger:

I was going to say, let's back it up to the top one of those.

Will Curran:

So the setting the minimum privacy and security standards for tech companies. So what does that mean?

Brandt Krueger:

There's things that I like about the bill, and there's things that I don't like about the bill. One of the things that I do like is that it's not Congress trying to set this stuff, right? It's enabling an

agency to set... So it's trying to give teeth to existing agencies. So FTC, Federal Trade Commission, okay, that seems like a pretty appropriate place to do it. It's allowing them to set these minimum price privacy standards, set these cybersecurity standards. And I think by trying to do it that way, it's going to be able to be a little more flexible. So as we learn new things, as the baseline for what cybersecurity should be evolves and changes, we'll be able to theoretically move a little bit faster than trying to push legislation through both the House and the Senate and get it signed by the president and all that kind of stuff.

Will Curran:

I think that's important too because, like you said, tech's always moving so quick. So right now they're talking about minimum privacy and cybersecurity standards. Well, for right now that might mean things like email addresses, phone numbers, whatever it may be. But we talk about how fast tech is moving all the time. That could be something new, right? Like maybe it's biometric data, maybe it's the understanding of API data, all these terms that probably just surfaced probably recently in the last 10 years. They would be able to change that and keep up with the times, which I think is really important. I also think the minimum standard, it's setting a rule base, similar to how GDPR said you have to have the ability for users to opt out. There has to be checkboxes that say that they're collecting data. Any time someone goes on a page that is collecting cookie data, it needs to do this. Like all these regulations are requiring at minimum very clear standards for what it needs to be. And honestly, for tech companies.... I mean, I don't consider myself a tech company, but someone who's involved in technology, I like it. It tells me what rules do I need to follow. Because I'm happy, I'm personally happy to follow these rules, but it tells you what you need to do. It makes it clear and concise rather than what's the best practices.

Brandt Krueger:

Yeah, and some of the teeth that's in GDPR has to do with just timing. You know that if you are breached, you have to get it out within a... You have to tell people within a certain amount of time, whereas a lot of the US breaches just sit on it and sit on it and sit on it and hope it goes away and it doesn't. And then finally somebody leaks it.

Will Curran:

"Oh, in 2014 this happened," and you're like, "Wait..."

Brandt Krueger:

And this does absolutely impact our industry, because it was the Marriott Starwood thing happened where we had a breach and where people were in the Starwood system for years before it was discovered and before they were able to get kicked out. So these things and there's some question as to how long people knew that that was happening. And so this business, then, of the second part of this legislation, which is actually making it illegal for the officers of the companies to lie to these agencies. So putting a little teeth into that, and I guess I kind of glossed over the fine.

Will Curran:
Yeah. The 4% fee.

Brandt Krueger:
Yeah. Which is not something to gloss over. That's a huge amount of money, potentially, for a company. And it's revenue, not profit.

Will Curran:
If we talk about that one real quick, before going to the crimes, which I think is pretty straightforward, but I like the 4% annual fee because right now there is no standard. And it's so funny when you see an article come out about some sort of privacy thing and then a year later, two years later, oh, finally they're getting convicted and here's what it is. And there's always an outcry.

Brandt Krueger:
Yeah, it's a fine of like \$100,000.

Will Curran:
Yeah. It was something like... What was it like? "Oh, if you've signed up for this petition and blah, blah, blah, you got \$5." And you're like, "Well, losing my social security number was worth to me more than \$5 of what it was." So I like that it's a clear, concise standard. Whether you care about 4% or not, I like that it's fair across the board and also scales based on company. Because it's not fair if, for example, Joe Schmo's small company loses 100,000 users' worth of data and then Facebook with millions of users does it and they pay the same actual number amount. But it's great that scales based on revenue as well, which I actually really like that.

Brandt Krueger:
So so far I'm in on all of these things.

Will Curran:
Yeah. On the crimes for the execs to lie. Obviously lying is bad. So next on to with the empower state attorneys-

Brandt Krueger:
State AGs, yeah.

Will Curran:
State attorney generals to enforce regulations and let... Well, let's start about the state attorney generals regulating. I do like this as well because obviously we've talked about how also it depends state to state level. Again, giving more power to specific people close to the ground versus having to go through-

Brandt Krueger:

You need an enforcement mechanism, and yeah, it gets it out a little closer so it's not someone sitting in an FTC office in DC figuring it out. You're giving the power to the state AGs to be able to enforce these regulations.

Will Curran:

Mm-hmm (affirmative). And then, last but not least is the letting users opt out of tracking for target data. So maybe if we back out for a second for most people who don't understand how this targeting ad data gets collected per se. Is everyone understand that 100%? I don't.

Brandt Krueger:

I think that's the point, is that not everybody understands it. I think we're getting better at it. I think over the course, honestly, of this last year, I think it's starting to click.

Will Curran:

I still hear people say all the time like, "Wow, oh my God, it's crazy. I was thinking about buying a microphone and now that microphone is on everywhere."

Brandt Krueger:

There's a lot of misconceptions about tracking data and then there's a lot of... People are starting to realize that they're tracked for absolutely every tiny little thing on the internet. I personally am not in the tin foil hat club of "My Alexa is constantly listening, and oh my God, if you say baby ducks 17 times, you'll get an ad for baby ducks, and I swear we've never talked about baby ducks before."

Will Curran:

Is it worth bringing that up and having that conversation right now? But I think what it is is that, I'm not sure if this is going maybe off topic, but I believe, and this is coming from someone who is a marketer, so I understand the backend systems. I don't have any access as a marketer for me to go on Facebook and say, "Ooh yeah, turn on the microphone feature for everyone who says the word 'AV'. Now I'm going to show them ads for AV." And it may seem like that if you ever seen an Endless Events ad anywhere. But the way it does is these programs have so much data to work with, they're really good at guessing friends of friends. So on the ad side I can say, "You know what, well, Brandt really likes Surface Pro devices. Well, he's friends with Will and so what I'm going to do is I'm going to show all of Brandt's friends ads for Surface devices because they've probably seen Brandt with a Surface. So now all of a sudden they're going to think about it." Because we've talked about our computers .

Brandt Krueger:

Or I've clicked on an ad for... I clicked on an ad for Surface on another site. That's why when we do click on something on Amazon or something like that, it tends to follow us around. Even long after we actually bought the thing, that's the thing that frustrates me. It's like, come on, if this stuff really worked, you would know I already bought that!

Will Curran:

Yeah, exactly. Exactly. And the idea of cart abandonment is the term where if you add it to your cart but you never end up buying it and things like that. But I think sometimes, yeah, there's a little bit too tin foil hat. But what's great about this, bringing back to the article, is that giving people the chance to opt out, say, "I don't want it."

Brandt Krueger:

Yeah. Yeah. And I think this is where they start to lose me just a little bit, because I think yes, we absolutely want people to be able to opt out. But the way that a lot of these companies make money, including Facebook, including Google, their primary mode of money is advertisements and tracking and being able to sell that data to people. So you wouldn't necessarily be able to go and listen for people to say the word "AV" but you would be able to go to Facebook and say, "I want people who've searched for AV or have used this keyword or that keyword or this demographic or in that demographic." And the demographics have... That's a whole nother issue of people being able to search and keep people off of their search based on demographics. A whole nother kettle of fish. So I do like the idea as much as possible. I'm a privacy guy, I like privacy. But at the same time I also get a tremendous amount of value from Google services, for example.

Will Curran:

Yeah, that are free.

Brandt Krueger:

They're free. It's tracking the snot out of me. I mean, I leave the floodgates open when it comes to Google because I get a lot of value. I get, all of a sudden, my flights magically appear on my calendar without me having to enter anything in. I go to search for a hotel in Google Maps and it'll actually pop up. It'll say, "Oh, by the way, this is your reservation for that hotel." So I just want to check and see where I'm going to be staying in Grand Rapids this weekend. Okay, great. What was the name of that hotel? I think it was the Amway something. And I start to type it in and it's already filled itself and said, "And by the way, here are the dates that you're staying."

Will Curran:

Yeah, totally. Well, what's awesome, too, about it as well is most people don't realize for services like Google, 90% of the revenue comes from ads. And then they use it-

Brandt Krueger:

I still don't get it. I never click on ads. But somebody is.

Will Curran:

Somebody. People totally do. I mean, coming from somebody who pays for ads all the time, people totally do. And what's crazy about it, though, is that they also don't think about all the side projects, right? We talked about the moonshot stuff, we talked about quantum supremacy,

all these crazy things that Google is working on. That stuff gets funded based on those ads. So not even just the direct value you're getting, but also the cool crazy products, Waymo, things like that, are all getting funded based on ads. So what you're bringing up as a point, though, is that if you can allow people to opt out, people are no longer the product anymore. And so therefore they can't make money. So now they have to find a new way to make money, which then leads to potential things like now you're going to pay for Gmail.

Brandt Krueger:

Right, right, right. Which I'm open to. And like I said, this is kind of where this act starts to lose me a little bit, because part of it is that they would require "some platforms"... who could we be thinking about? To make sure that low-income people have access to-

Will Curran:

But before we get into that-

Brandt Krueger:

I'm getting there, to these privacy protection visions. Because what they're saying is that the platforms would have to offer paid privacy protecting versions, right? So I could pay for privacy protected Gmail.

Will Curran:

And privacy protected Facebook.

Brandt Krueger:

And privacy protected Facebook.

Will Curran:

Like Facebook Pro or Facebook Premium.

Brandt Krueger:

You can almost see the thought processes behind this, that we want people to opt out, but this is how these companies make money. Well, what if we let people pay to opt out? And then somebody in the room says, "Well, yeah, but if too many people opt out, we can't do it." And then that creates digital haves and have nots. So we've got people who can afford it, can opt out, but people, poor people, we have to suck it up and use these services for free. Well, what if we use the already existing FCC lifeline program that is for people who can't afford internet access, if I remember right? Then those people wouldn't have to pay. Okay. Now, so that's the way it currently stands. Just to be clear, is that they're currently saying that the platforms would offer paid privacy protecting versions where you could pay, but if you're poor enough then you don't have to pay.

Brandt Krueger:

Which means it's this whole middle ground, which I am fortunate enough to be middle income, Midwest and right down the middle kind of guy. And I often find myself in a position when it comes to legislation and tax breaks and things like that, that in the middle you get hurt the most. Because I'm not poor enough to qualify for discount loans and things like that. And I'm not rich enough for it not to matter. So I find myself, you get this kind of weird ugly middle ground. So yeah, I would probably pay for an ad-free version of Gmail. Still collect all my stuff, still collect all my data as long as it's only being used for me. I would totally pay for that if it meant that I didn't have to see ads in my Gmail and I didn't get targeted and followed around by Google services. But now tack on Facebook, now tack on Instagram, now tack on-

Will Curran:

So it's like Disney Plus, Netflix, HBO Max.

Brandt Krueger:

Exactly. You start to get privacy protection fatigue. So now I'm having to pick and choose which services do I want to pay, which services do I get that value from? And I would argue we already can. I have not been on Facebook for 11 months at this point.

Will Curran:

Wow. It's been 11 months?

Brandt Krueger:

Yeah, well, 10 months. So let's say, as we're recording this, I think it was January of this year. So it was going to be a one week thing. I was really cranky about some of the news of the day or whatever and I was like, "That's it. I'm off for a week." And it went to two weeks to four weeks to three months. And next thing I knew... And you know what, I don't care. Are there things that I miss? Yes. I'm missing out on baby pictures and I'm missing out on-

Will Curran:

Wait, you're missing on baby pictures?

Brandt Krueger:

Well, that's where people post them.

Will Curran:

Yeah, that's fair enough. Fair enough.

Brandt Krueger:

Am I missing... Well, yeah, if it's family or something like that. I saw a lot of my family at a family reunion recently and it's like I had missed so much. But you know what? That's why you have a family reunion. We were able to sit and talk and find out what's going on in people's lives. I just missed the day to day, some might argue, crap, you know? So I guess my point is that I don't do that and I don't preach it. I don't go around saying, "You should be off Facebook too. And don't

you know Instagram is also Facebook?" I don't go around doing that. For me personally, I think they're a terrible company. I think they're a terrible, terrible company. This is as close to the soapbox as I'm going to get on.

Will Curran:

We'll put you on event brew to bring you over to talk.

Brandt Krueger:

Please. Because I will brew the snot out of that. So for me personally, I can't abide that company. I don't like the way they do business. I don't like the way they handle advertising. I really don't like the way they handle politics. So I'm out. On the flip side, I get a ton of value from Google services. I get a ton of value for it. I think for me it's worth them having my data in order to be able to do that, for what I get out of it. So I get a little twitchy and I'm not the biggest "Government stay out of my yard" kind of guy. I believe in regulated commerce to a certain extent. But I get a little twitchy when I start seeing things being broken down based on how much you can pay. I get a little twitchy... this just feels really knee jerk to me. I was so in until I hit this section. And it was like, okay, now, now we're creating digital have and have nots based on how much you earn. And that's just a really twitchy thing for me.

Will Curran:

Well, you bring up a good point too, which is just that now all of a sudden we put a price on privacy. And it's like the "What's the price of freedom?" conversations that you end up having. And this is also going to now... I mean, to talk about how it's going to affect the events industry, well now all of a sudden, everyone's so used to it from social media and Google services. Oh, you have to pay to get privacy. Well, what's going to keep the big event tech companies from saying, "Oh yeah, if you want your attendee data to be protected so we can't look at it, you're paying an extra 20%"? Or something like that.

Brandt Krueger:

Well, that's already happening to a certain extent. And so, I mean, anytime you're doing a registration platform that's free, your data is the product. It's being sold, it's being... I mean, there's no such thing as free.

Will Curran:

Because we almost said this analogy, is that if you are paying for something and something is free, it is not the product. You are the product.

Brandt Krueger:

If you can't figure out how they're making the money, you and your data are the product.

Will Curran:

Mm-hmm (affirmative). Absolutely. So I think it's going to be really, really interesting what ends up coming from this. What's interesting is if you Google how many the conversations people

have about, "Would you pay for Facebook? Would you pay for this?" It's so wild and down the middle. I think that's why we haven't gotten this point where there's a Facebook Premium or there's a Facebook whatever it may be, because it's so split. There's the, "Of course, yeah, take my money. That's fine. I want to help you guys. I want to help you guys make money. I love the service." The kind that Google often have. But then you have some people who are like, "Absolutely not." And I think that a big part of it has to do with education.

Will Curran:

And I think as bad as that it's been these last couple, it feels like forever, like what, 20 million years full of breaches and things that are happening. For the first time ever, I feel like I can talk to people who are not technical, who are in technical roles and say like, "What do you think about this?" And they at least have an opinion because they're at least knowing what's going on now at this point. Now, that doesn't get me to the point where I tell so many people they need get password managers and they still say, "Why? Everyone has all my information already." But that's probably for a separate topic at some point.

Brandt Krueger:

Yeah. And so there's a few more really good points, I think, that come out of this. And so one is this idea of privacy, right? And I think where things do cross a line is some of the... And this isn't specifically called out in this legislation, but it's in what's circling around it, is what I'm not okay with are my internet providers selling data, my cell phone providers selling data. And so I think there is an argument to be made that internet access maybe should be regulated like a utility, like lights, like power, like phones, things like that. Because that is becoming something that we need and rely on for every... I mean, good luck trying to get... So much of government facilities are being pushed online because it's cheaper. Good luck trying to actually get a form and fill it out and mail it these days. It's like everything wants to be pushed online.

Will Curran:

So you're saying that venue wifi finally can...

Brandt Krueger:

I'm saying internet access. Let's talk sure, let's talk regulation. Let's talk about... But these companies like Facebook and Google, I think we need to start acting like grownups to a certain extent and say, if I am cool with it, you got to be cool with it. But let's try and educate people, educate people to what's going on so that they know. But Facebook is not a utility. It's a platform. It's an important platform just because of the sheer volume of people that are on it and the number of people that are on it. But you don't need it.

Will Curran:

That's what I love. I love this, now do you need this. I had the a-ha moment as you were saying that is that. Like yes, all these things are great, but there's nothing forcing you to use Facebook. There's nothing forcing you use Google. And if you want to opt out of getting the data, find a different alternative. Yes, it's not going to be as convenient. Things like that. I can't tell you-

Brandt Krueger:
Not going to be as good.

Will Curran:
I use Facebook Messenger to primarily talk to everybody. I think now everyone who wants to reach me knows how to reach me the right way. But I use Facebook Messenger like crazy and I want to get off of it. I am not a fan of a lot of things going on. But it is the best product to do what I need it to do. And if I really, really wanted to, yes, I could switch everybody over to... Name a messaging platform. Telegram, secure Telegram, right? But it would involve me convincing all my friends to get on it.

Brandt Krueger:
I was about to say WhatsApp.

Will Curran:
But that one's owned by Facebook. But yeah, if you want to, you're sacrificing convenience. And we talk about this all the time. Security and privacy, what you're sacrificing when you won't get to it is definitely the convenience and the ease of being able to use it. And I think that's a super duper solid point, Brandt.

Brandt Krueger:
Yeah. Yeah. I think it's worthy of deeper discussions. Any time we start going down the road of... Because I felt like you were half a step away saying that you would pay for it.

Will Curran:
For Facebook?

Brandt Krueger:
Facebook Messenger.

Will Curran:
Honestly...

Brandt Krueger:
If it would make all the rest of the stinkiness go away.

Will Curran:
Honestly, I would pay for it if... Oh gosh, that's a hard question.

Brandt Krueger:
If it could get rid of all the tracking.

Will Curran:

I don't get inconvenienced by it because I block most of the Facebook ads and things like that. I would pay for it because I know they would make it a better product, probably. They would have a consistent form of revenue, that sort of thing. The thing that just... Honestly, the reason why I use it is just because everybody's on it. I only have like two or three people who say like, "Oh, can you just text me instead?"

Brandt Krueger:

That's the only thing that gets me close to coming back, is literally I'll find out that someone had a birthday party and the only place they posted it was on Facebook. "Oh, didn't you get the invite? I sent it to everybody." Well, no, you didn't because I'm not on Facebook.

Will Curran:

Totally. And I like it that we can do Facebook Messenger groups of people. So for example our board game night has it, and people can be in there that I'm not necessarily friends with or don't have their contact info, and I know who's posting the message and I see their image and things like that. There's a lot of convenience things related to it.

Brandt Krueger:

And Instagram, also owned by Facebook, is 100% ad driven, and making a crap ton of money on what you click on and what you look at and then reselling. And some people even say it's way better than Facebook because they see on Instagram and then buy. That it's so well targeted that they just buy a crap ton of stuff based off of Instagram, to the point where they had to stop... This person I'm thinking of had to stop going on it because they were buying too much stuff.

Brandt Krueger:

So I think it's interesting. I think it's... Obviously this hasn't passed or anything like that. I think it's great that we're having the discussion. My personal opinion is that this bill tends to go a little further than it needs to. It's frustrating cause it's like there's so many good things. And even GDPR, I felt, there were so many good things in it but maybe went a little too far in a couple of different areas, totally different subjects. But I just feel like lately I've been seeing a series of bills where like, "Oh great! Okay... Oh no, you lost me." They put too many things in too much.

Will Curran:

They almost don't always go all the way through. Some of these are going to get struck down by some people, but I think the important thing too for planners and event professionals who are listening now too is just to know that this stuff is coming down the road. And if you see companies that are doing things improperly, use this as leverage to say, "Look, this is coming soon."

Brandt Krueger:

See something, say something.

Will Curran:

"Hey, are you aware of the Mind Your Own Business Act that's being pushed around? It's not going to be okay for you to be able to do this. And if this goes through, I hope you know..." Is that threatening at that point? In some ways, a little bit. But to say like, "Hey, you need to get this together." And I think our hope is that it will also make all technology companies a little bit more secure when it comes to the data and privacy that we have.

Brandt Krueger:

And it's part of, again, part of the larger conversation about, as we are hiring event technology companies, registration companies, event apps, just asking them what their data retention policy is. How long are they keeping stuff? What are they keeping stuff? At the end of my event, do I get to say "Delete it all" and it's gone? And if so, how? So having these types of conversations because whether... if not this legislation, something's coming down the way. We're already seeing some of it in California legislation, and so whether it's state by state or it comes down from the federal level in the US we're going to start seeing privacy and protection legislation coming down. So maybe it won't be necessarily as severe as GDPR, but definitely going to start seeing things.

Brandt Krueger:

And so let's have the conversation. So as you're talking to your providers, like I said, ask them for their retention policy. Ask them how long they hang onto the stuff. Do they sell stuff? Read those click ons carefully. If you've got a legal department and you're having to sign a EULA, an end user agreement for your software, have them take a look just to make sure there's nothing creepy in there about "Once we own your data, we're going to sell it to the, I don't know, to China for something." Which is a whole nother kettle of fish when we talk about things like TikTok.

Will Curran:

Totally. So I think that one rounds this one out for sure. I think really, really interesting. Again, we want to bring you guys the news that might not necessarily be, "Oh my gosh, this is obviously related to the events industry," but it's stuff just to be aware of on the periphery. And I think that's why we decided to get this as well, is that there's a lot of news and a lot of things happening in tech. We want you guys to know the ins and outs of what's going on in the world.

Brandt Krueger:

One of the number one questions that you and I get asked when we're out doing sessions and our education sessions or webinars or things like that is where do we go for the news? Where do we go to find out what's coming down the pipe? So we want to start giving you a little bit more of that. So we're not just talking about the technology that's impacting us today, tomorrow, next week, down the year, or down a year from now. But so that you can start to get informed as well as to, can you keep an eyeball on this because this is coming before you know it.

Will Curran:

I love it. I love it. All right, so let's go ahead and round this one out. Thank you so much, Brandt, for joining me on this one. I know you love your privacy and security discussions.

Brandt Krueger:

I do. I do. I do.

Will Curran:

I'm always getting really excited when it's like, "Oh, we're going to talk about security and privacy today." Thank you, everyone for listening as well. I hope you guys enjoyed this one. As always, head over to the eventtechpodcast.com. We're going to post all the links to the original articles where these detail a little bit further, where you can read the draft legislation, all that sort of stuff directly right out of eventtechpodcast.com. That's where all the good stuff is. Also, if you're listening to this on a platform that you don't really like, you're listening on YouTube or Spotify and you're like, "Hey, I would love to listen to this on Apple podcast," for example. That's what we're going to go to get all those links all together in one. And you know, we're everywhere. We're all over the Apple podcast, Pocket Cast, Google Play. We're everywhere you want to be. And also we want to know what you guys think.

Brandt Krueger:

Careful. I think that's copyrighted, "everywhere you want to be."

Will Curran:

Oh, you're probably...

Brandt Krueger:

So we're everywhere we want to be, wherever you want us to be. It doesn't quite have the same ring to it.

Will Curran:

Not quite as much.

Brandt Krueger:

Dang it.

Will Curran:

So we want to know too what you think. So make sure to contact us, [#eventtechpodcast](https://twitter.com/eventtechpodcast). Also feel free to shoot us an email. We read every single one of your emails, and thank you, everybody, for emailing us. eventtechpodcast@helloendless.com.

Brandt Krueger:

And thanks, all of you, by the way, that have sent those just like "aww" emails of like, "Hey, really liking the show. Keep it up." That kind of stuff. We like that stuff.

Will Curran:

Absolutely. I love hearing the "I've listened to all your shows. I've really enjoyed this one."
Because that's what helps us feel where we're going in terms of the future of the show as well.

Brandt Krueger:

Absolutely.

Will Curran:

So keep it coming. Well, we're going to get out of here and go enjoy some more nerdy tech news. We'll see you guys all next time on the Event Tech Podcast.

Thanks again for listening to the Event Tech Podcast. Be sure to rate and review us on your favorite podcasting app. Also be sure to head to eventtechpodcast.com and leave us a comment about this week's episode. We'll see you next week on the Event Tech Podcast.

Brandt Krueger:

Event tech privacy.

Will Curran:

Event tech opt out.

Brandt Krueger:

Event tech opt out.