

# Video Interview: Discussing Cross-Device Tracking on LXBN TV

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Following up on my recent post on the matter, I had the opportunity to speak with Colin O'Keefe of LXBN on the subject of cross-device tracking. In the brief interview, I discuss the growing prevalence of cross-device tracking and what the FTC is doing in response.

<https://youtu.be/HL36Hlwo0MM>

## Authors



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