



# Ken Dreifach

**ZwillGen, Share holder  
(representing Adroll)**

Ken Dreifach sits on the NAI board on behalf of AdRoll, the retargeting and prospecting platform. Since 2000, Ken has served in a variety of high-profile roles in the digital advertising landscape: as a regulator, General Counsel and Chief Privacy Officer, and currently as outside counsel to numerous NAI members and other web-based, mobile, and data services companies.

As LiveRamp's General Counsel and Chief Privacy Officer from 2010 to 2015, Ken helped pioneer the data "onboarding" model and privacy best practices related to it. Prior to that, Ken was Chief of the New York Attorney General's Internet Bureau, where, among other privacy enforcement actions, he oversaw the investigation and settlement arising from DoubleClick's purchase of Abacus, which set a key precedent regarding online data "merger" practices. Ken began his career as a judicial clerk for Judge Phyllis Kravitch (U.S. Court of Appeals, 11th Circuit) after graduating from NYU School of Law.