



H A R L A Y  
A V O C A T S

## PRESS RELEASE

**Harlay Avocats | November 2020**

### **Harlay Avocats is pleased to announce the re-election of Fabrice Perbost as President of the CPA Legal College**

Created in 2008, the CPA (Digital Marketing Collective) is the guild of digital market operators, a sector of activity that constitutes the base of any digital acquisition strategy.

The CPA represents Editors and expert Service Providers, offering independent tailored solutions for digital marketing deciders (advertisers and e-vendors) to support their development.

Through its work (White papers, Quality charters, Recommendations, Events & Networking), the CPA has four main aims:

- To regulate a fast-growing, ever changing market,
- To provide information about best practices in digital acquisitions,
- To ensure that these practices are implemented in application of the legal framework,
- To represent the rights and interests of its members.

Faced with the proliferation of acquisition models and increasingly complex click-throughs, the members of the CPA are committed to bringing their expertise, their understanding of the sector and their spirit of innovation to the service of their clients.

The CPA brings together the principal operators from the digital marketing to performance sector, which represents 10 000 jobs and turnover of 600 million Euros. CPA website: [www.cpa-france.org](http://www.cpa-france.org)

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**Harlay Avocats**