



a deep dive into vppa service providers: from newsletters to video games

Webinar

September 23, 2024
1:00PM Pacific Time

Stacey Chuvaieva will be presenting on the webinar titled, "The Video Privacy Protection Act (VPPA): Privacy litigation and service provider compliance" for MyLawCLE, on September 24, 2024 at 1:00PM Pacific Time. In this two-part webinar, Stacey's session is titled, "Deep Dive into VPPA Service Providers: From newsletters to video games."

About the session...

The concept of a service provider under the VPPA has significantly evolved from its original focus on brick-and-mortar video rental stores. Class action claims now target a diverse range of digital services that include any form of prerecorded video content or "similar audio-visual materials" on their websites, use tracking technologies like Meta Pixel and offer a subscription. Most arguments in VPPA litigation revolve around the interpretation of "similar audio-visual materials" and the required connection between prerecorded video content and the provided subscription. The definition of prerecorded video materials appears to be broad enough to lead to litigation against video game companies whose games feature prerecorded cut scenes. As VPPA litigation trends continue to develop, they may further define the scope of covered materials and clarify the expanding range of VPPA service providers. For now, companies using tracking technologies that could reveal "video viewing history" may want to explore options for obtaining consumer consent before collecting such data.

Key topics to be discussed:

The types of VPPA service providers
The required nexus between video content and website subscription
Defense strategies
VPPA-compliant disclosures and consent requirements

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