



video privacy protection act (vppa): litigation overview

Zoom

November 20, 2024
12:00pm PT

When the Video Privacy Protection Act (VPPA) was enacted in 1988, it aimed to safeguard consumers' video rental information from being shared without consent. Today, this law has taken on new significance in the digital age, impacting companies that use modern tracking technologies on their platforms.

With class action lawsuits targeting websites using Meta or Google Pixels, VPPA claims have become a critical issue for companies offering subscription services and video content. Despite recent trends favoring defendants, these cases remain persistent, with courts tackling questions of who qualifies as a "consumer" under the statute, what constitutes "personally identifiable information," and what businesses qualify as "video tape service providers," which may result in more cases favoring the plaintiff. One prominent example of this is a decision made last week by the Second Circuit, where it disagreed with the district court's interpretation of who qualifies as a consumer under the VPPA.

Join us for a one-hour webinar on **November 20, 2024**, as **Lucy Plovnick, AIGP, CIPP/US** and **Stacey Chuvaieva, CIPP/US/E** discuss the evolving landscape of VPPA litigation. Don't miss this chance to learn how the VPPA applies to modern digital platforms and what businesses can do to minimize litigation risks.

[Click Here to Register](#)

attorneys

Stacey Chuvaieva, CIPP/US/
E

Lucy Holmes Plovnick, AIGP,
CIPP/US

practice areas

cybersecurity and privacy
regulatory