

Secured Dismissal of Website Tracking Claims, Based Upon Use of Meta Pixel, Against a Healthcare Organization

Amundsen Davis represented a healthcare organization in a federal class action lawsuit alleging that the company's system transmitted private information regarding searches and other activity conducted on its website to Meta (f/k/a Facebook) through pixels embedded within the code for the website. The plaintiff asserted claims based on a wide variety of legal theories, including invasion of privacy. Amundsen Davis moved to dismiss and, thereafter, the plaintiff voluntarily dismissed the federal lawsuit.

PROFESSIONALS

Molly A. Arranz
Partner

Ronald Balfour
Partner

Sofia Valdivia
Associate

RELATED SERVICES

Cybersecurity & Data Privacy