

### What's behind the surge in VPPA class actions?

Webinar  
10.18.2023

#### Date and Time

Wednesday, October 18, 2023  
12:00 p.m. - 1:00 p.m. PDT  
3:00 p.m. - 4:00 p.m. EDT

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Class actions filed under the Video Privacy Protection Act (VPPA) have risen as part of increased scrutiny on tracking technologies in general. What started as a law to protect video rental history is now largely being aimed at companies who share identifiable video viewing information via the Meta tracking pixel without user consent.

Sheppard Mullin joins Sourcepoint for this webinar to help us break down:

- The history of VPPA
- How it's been applied to bring class actions against web tracking
- Trends in litigation and recent settlements
- How companies can mitigate the risks that come with using tracking technologies
- Strategies for complying with VPPA

Speakers:

- Wynter Deagle, Partner, Sheppard Mullin
- Snehal Desai, Associate, Sheppard Mullin
- Pat Effinger, Sr. Director of Client Services, US, Sourcepoint

#### CA

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*An application for accreditation of this activity will be submitted to the MCLE Board of the Supreme Court of Illinois.*

## **Attorneys**

Wynter L. Deagle

Snehal Desai

## **Practice Areas**

Privacy and Cybersecurity