

### 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

[Click here to register.](#)

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**

*This activity has been approved for 1 hour of Minimum Continuing Legal Education general credit by the State Bar of California. Sheppard Mullin Richter & Hampton LLP certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education.*

## NY

*This program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 1 credit hour which may be applied toward the Areas of Cybersecurity, Privacy & Data Protection-General requirement, and is suitable for both transitional and non-transitional attorneys.*

## TX

*This course has been approved for Minimum Continuing Legal Education credit by the State Bar of Texas Committee on MCLE in the amount of 1 credit hour General credit hours.*

## IL

*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