

## Publications

### *Client Alert: California Supreme Court Rules that ZIP Code is Personal Information Under the Song-Beverly Credit Card Act*

#### Related Attorneys

John L. Landolfi

#### Related Services

Data Strategy, Privacy and Security

Intellectual Property

Litigation

Technology Transactions

#### Related Industries

Restaurants, Food and Beverage

Retail and Consumer Products

#### CLIENT ALERT | 2.11.2011

In a decision released February 10, 2011 in Pineda v. Williams-Sonoma, the California Supreme Court held that ZIP codes are “personal information” and, therefore, retailers may not request or require that a cardholder provide a ZIP code during a credit card transaction and then record the ZIP code.

Click on the link below to learn more about this decision.