

Press Coverage | December 2, 2025

# California Reproductive Health Geofencing Law Could Trip Up Retailers, Other Users of Location Data

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[Brent T. Hoard](#)

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Brent Hoard, a partner in Troutman Pepper Locke's Privacy + Cyber Practice Group, was quoted in the December 2, 2025 *Corporate Counsel* article, "[California Reproductive Health Geofencing Law Could Trip Up Retailers, Other Users of Location Data.](#)"

Brent Hoard, a partner at Troutman Pepper Locke, said it was notable that the law expanded privacy protections in a way that affects not only health care providers but potentially retailers and other businesses that might routinely use location data.

"You may not be a traditional health care company, but you still need to get consent" to collect and use data, he said.

"It's a good opportunity for entities to really look at their data practices and data flows, and understand what they're doing with data, how they're using it and how they're sharing it."

Hoard said that using geofencing around reproductive health facilities already "isn't particularly prevalent, because of the sensitivities out there, but I think it's something you want to look out for."

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As states move to assert their sovereignty, it is difficult to predict how conflicts between states will play out, Hoard said. He said businesses will need to keep a close eye on the evolving legal landscape. The kinds of information protected by California's geofencing law could be sought by prosecutors in another state investigating an abortion, he said.

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