

Firm Events | October 9, 2025 | 1:30 PM - 2:30 PM ET

# The Balancing Act: Addressing Tracking Technology Litigation, Regulatory Enforcement, and Business Impacts

Zoom

## SPEAKERS

[David J. Navetta](#)

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Class action plaintiffs' lawyers have made tens of thousands of demand letters and have filed over 1,800 class action lawsuits against businesses across the US under the California Invasion of Privacy Act (CIPA) and similar wiretapping laws. They claim data transfers via third-party cookies, pixels, and trackers without consent are illegal "interceptions" under these laws. CIPA provides for up to \$5,000 in damages per violation – this is not hypothetical as new lawsuits are filed each week. At the same time, state privacy regulators and Attorneys General are aggressively investigating and enforcing against companies whose opt-in or opt-out and consent management processes have failed to prevent personal information transfers using tracking technologies. They are also on the lookout for so-called "dark patterns" related to consent management.

Join our webinar to explore solutions and strategies for balancing legal, technological, and business interests. This session is crucial for legal, marketing, product development, and broader business stakeholders. We will:

- Summarize the current legal risk landscape and theories from plaintiffs and regulators.
- Conduct a live tracking technology scan.
- Highlight a spectrum of risk-based options and tradeoffs to mitigate exposure.
- Discuss approaches for managing risk while achieving business objectives.

## External Speakers:

- Ian Cohen CEO & Product Leader, LOKKER

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