

Press Coverage | March 29, 2023

Website-Tracking Lawsuits: A Guide to New Video Privacy Decisions Starring PBS and People.com

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Ronald Raether, Jr.

Ron Raether, a partner and leader of Troutman Pepper's Privacy + Cyber team, was quoted in the *Cybersecurity Law Report* article, "[Website-Tracking Lawsuits: A Guide to New Video Privacy Decisions Starring PBS and People.com](#)."

"For there to be a knowing conveyance of a specific consumer's video viewing habits, it requires that the website, the provider of the video, actually know the identity of that person," noted Troutman Pepper partner Ron Raether.

With most websites, "that doesn't happen. The ability to append the identity of the person to the video only happens in the Facebook environment," Raether elaborated.

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Given the widespread usage of analytics, Raether noted, "companies should maintain controls to ensure that implementation of the analytics tool in one part of your environment doesn't bleed over to another." Such unaccounted-for disclosures have posed compliance trouble.

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