

Biometric Information Privacy Act (BIPA)

Protecting Your Business in the Age of Biometrics

From fingerprint scans to facial recognition, companies using biometric data are increasingly facing consumer class actions under Illinois' Biometric Information Privacy Act (BIPA), which carries severe financial penalties for violations. To mitigate this risk, complying with BIPA is a critical priority for companies that collect, use, or store biometric data.

Hinshaw guides clients through the rapidly evolving landscape of biometric data regulations, empowering them to fully capitalize on the transformative benefits of biometric technologies while minimizing legal risks. With a deep understanding of biometric technologies, BIPA, and related privacy regulations, our lawyers can help you comply with strict requirements and defend you in high-stakes BIPA lawsuits across state and federal courts.

Our multidisciplinary approach draws on deep knowledge of privacy regulation, technology, employment law, and insurance, enabling us to guide clients through risk assessments, regulatory inquiries, and the development of practical workplace policies that address both legal and operational needs.

Proven Success in Privacy Defense: Hinshaw is a national leader in defending clients against BIPA-related lawsuits. We have handled hundreds of BIPA, TCPA, and data privacy class actions and have achieved favorable outcomes in high-stakes class actions at trial and on appeal, including in landmark BIPA cases.

Strategic Compliance Counsel: We help clients develop BIPA-compliant policies and procedures, reducing the risk of litigation. Drawing on lawyers with experience in biometric technology, privacy regulation, cybersecurity, employment, litigation, and insurance coverage, we provide a 360-degree approach to balance risk management and business objectives.

Industry-Specific Insight: We counsel clients across key industries where biometric and data privacy risks are most acute, such as financial services, healthcare, manufacturing, retail, and technology, and tailor our advice to your sector's unique challenges.

Balancing Risk with Innovation

The use of biometric data gives businesses a competitive edge while reducing costs and operational inefficiencies. At Hinshaw, we can help you navigate the complex regulatory landscape that governs biometric data, so you can unlock the benefits of this technology while mitigating legal exposure.

To Find Out More Contact



Cathy Mulrow-Peattie

Partner

New York

☎ 212-655-3875



John P. Ryan

Partner

Chicago

☎ 312-704-3464

Related Capabilities

Consumer & Class Action Defense

Corporate & Transactions

Data Privacy, AI & Cybersecurity

Education

Financial Services

Healthcare

Insurance

Labor & Employment

Regulatory & Compliance