

Video Privacy Protection Act (VPPA)

Defense for VPPA Litigation in a Digital-First Economy

The Video Privacy Protection Act (VPPA), originally enacted to protect consumer video rental records, has become a leading basis for privacy class actions in the digital age. Plaintiffs' lawyers now use the VPPA to challenge the use of website analytics, streaming platforms, cookies, pixels, and other tracking technologies that collect and share viewing data. Exposure can be significant, with statutory damages available on a per-consumer basis and reputational risk amplified in highly publicized cases.

Hinshaw defends companies nationwide in VPPA litigation, representing media platforms, streaming providers, retailers, and technology companies facing high-stakes class actions. Our attorneys bring deep experience in privacy and consumer protection law, giving clients both courtroom strength and proactive compliance guidance to reduce ongoing risk.

Defending High-Stakes VPPA Claims: We represent companies in nationwide class actions challenging video data practices tied to tracking tools, streaming platforms, and digital advertising.

Courts and Compliance on the Horizon: Our team monitors evolving VPPA case law and advises clients on litigation trends and regulatory shifts that shape future risk.

Industry-Specific Counsel: We work with media, streaming, retail, technology, and advertising companies, tailoring defense and compliance strategies to the realities of each sector.

Building Defensible Privacy Programs: Leveraging our litigation insights, we help clients strengthen consent mechanisms, consumer disclosures, and vendor contracts to mitigate VPPA exposure.

Areas of Focus

Class Action Defense

We defend companies in VPPA lawsuits alleging unauthorized collection or disclosure of consumer video viewing data. Our attorneys have experience challenging standing, defeating class certification, and negotiating favorable resolutions in complex privacy litigation.

Compliance & Risk Management

Hinshaw counsels companies on how to reduce VPPA exposure by reviewing website tracking tools, data flows, and consumer disclosures. We also advise on vendor agreements and data-sharing arrangements to align with regulatory and judicial expectations.

Defining and Defending PII

VPPA litigation often turns on what qualifies as “personally identifiable information.” We counsel clients on how courts interpret PII in the digital era and defend cases involving cookies, device identifiers, pixel data, and other technologies tied to video viewing.

Technology & Advertising

We advise on the intersection of VPPA, online advertising, and emerging technologies, including the use of cookies, pixels, and analytics tools in media and retail environments.

Guidance for a Digital-First Marketplace

VPPA class actions are accelerating, fueled by new interpretations of what counts as personally identifiable information and how digital tracking tools are used. These cases create serious challenges for businesses that depend on video streaming, online engagement, and advertising technologies. Hinshaw delivers the litigation defense and compliance strategies clients need to manage exposure, safeguard customer trust, and continue operating with confidence.

To Find Out More Contact



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Related Capabilities

Consumer & Class Action Defense

Consumer Financial Services

Data Breach

Data Privacy, AI & Cybersecurity

Financial Services Regulatory & Compliance

Nationwide Litigation Portfolio Management

Regulatory & Compliance

Website Data Privacy