

## In re Google RTB Consumer Privacy Litigation

Consumer, Privacy & Antitrust

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| <b>Role</b>        | On August 3, 2021, the Court appointed BFA Partner Lesley Weaver to Plaintiffs' Executive Committee.                                                                                                                                                                                                                                                                                                                |
| <b>Background</b>  | This nationwide data privacy class action is brought on behalf of Google account holders alleging that billions of times a day Google shares and sells users' personal information with the thousands of companies that participate in Google's digital ad auction system, called Google Real-Time Bidding, breaking its promise to account holders that it will "not sell [their] personal information to anyone." |
| <b>Court</b>       | U.S. District Court for the Northern District of California                                                                                                                                                                                                                                                                                                                                                         |
| <b>Case Number</b> | 21-CV-02155                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Status</b>      | Pending                                                                                                                                                                                                                                                                                                                                                                                                             |

This nationwide data privacy class action is brought on behalf of Google account holders alleging that billions of times a day Google shares and sells users' personal information with the thousands of companies that participate in Google's digital ad auction system, called Google Real-Time Bidding (RTB). Google's disclosure breaks its promise to account holders that it will "not sell [their] personal information to anyone."

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On June 13, 2022, Judge Gonzales Rogers of the Northern District of California denied in large part Google's motion to dismiss, upholding Plaintiffs' statutory, privacy, and contract claims. On February 21, 2024, Judge Gonzales Rogers held a hearing on the certification of the putative class. A decision on class certification is pending.