

BFA Sues Google Over Its Sale of Users' Data

If you have an account with Google, Google may have sold and shared your personal information, according to a recent lawsuit filed by BFA.

The class-action lawsuit alleges that Google sells and shares its account holders' personal information billions of times a day on its digital ad auction system, Google Real-Time Bidding (RTB). This practice violates Google's promise to its account holders that it will not to sell their personal information.

As outlined in the lawsuit, when Google account holders surf the internet, in the milliseconds between when an account holder clicks on a webpage and when the webpage loads, Google discloses their identity and highly-sensitive personal information, including information about their race, religion, sexual orientation and health to hundreds of Google RTB participants. Notably, the lawsuit seeks damages for Google account holders based on allegations that the personal data sold and shared by Google has economic value.

This matter is proceeding in the U.S. District Court of the District of Northern California before Judge Koh. A copy of the complaint filed against Google can be found under Downloads & Links to the right.

If you have a Google account and have concerns about Google selling your personal information or would like to know more about this matter, please contact us at GoogleDontSellMyInfo@bfalaw.com.