

Daily Journal Article Features BFA Lawsuit Against Google's Over Its Sale of Users' Data

A recent Daily Journal article “Google fights class action over users’ data collection,” details a lawsuit filed by BFA against Google alleging it sells and shares its account holders’ personal information billions of times a day on its digital ad auction system, Google Real-Time Bidding (RTB). Through this practice, Google violates its 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. The participants that Google sells and shares users’ information to include thousands of entities, ranging from advertisers, publishers, hedge funds, political campaigns and even the government.

The article quotes BFA partner Lesley Weaver who describes the BFA complaint as based on “expert testing and propriety analysis” and the “first in the country to directly challenge Google’s claim that it ‘does not sell or share person information.’”

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.

The article can be found here:
<https://www.dailyjournal.com/articles/362596> (subscription required).