

Google to Settle in Digital Advertising Privacy Suit

A settlement in principle has been reached in *In re Google RTB Consumer Privacy Litigation*, a nationwide class action challenging Google's data sharing practices in its real-time bidding (RTB) advertising system. The case, pending in the U.S. District Court for the Northern District of California, alleged that Google disclosed personal user information during digital ad auctions without users' knowledge or consent.

The parties informed the court that they reached a proposed resolution on a classwide basis and are in the process of negotiating final settlement terms, with a formal approval request expected by July 11.

Bleichmar Fonti & Auld LLP (BFA) has played a leading role in the litigation, with Partner Lesley Weaver serving on the Plaintiffs' Executive Committee since 2021.

Details of the settlement remain confidential at this time.

Read more [here](#).