Secured Dismissal of Website Tracking Claims, Based Upon Use of Meta Pixel, Against a Healthcare Organization

Amundsen Davis represented a healthcare organization in a federal class action lawsuit alleging that the company's system transmitted private information regarding searches and other activity conducted on its website to Meta (f/k/a Facebook) through pixels embedded within the code for the website. The plaintiff asserted claims based on a wide variety of legal theories, including invasion of privacy. Amundsen Davis moved to dismiss and, thereafter, the plaintiff voluntarily dismissed the federal lawsuit.

PROFESSIONALS

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