

Insights, News & Events

ROUNDTABLE: WHAT EVERY FLORIDA BUSINESS SHOULD KNOW ABOUT WEBSITE PIXEL LITIGATION

Event

Aug 6, 2026

1:00 pm - 2:00 pm EDT

Your website could be your biggest legal liability right now, and you may not even know it.

Join us for a roundtable conversation where members of our Privacy and Cyber practice group sit down with business leaders to unpack one of the fastest-moving litigation trends in the state. This is not a lecture, it's a candid, practitioner-led discussion designed to give you real answers to the questions your team should already be asking.

Florida is now the second-largest hotbed for pixel litigation in the country, behind only California, and experts say it is on the same trajectory. The surge accelerated after a March 2025 federal court ruling applied Florida's wiretapping law to modern tracking pixels, and demand letters began flooding businesses within 90 days. The volume has not slowed since.

What makes this moment especially urgent: serial plaintiffs are actively targeting Florida businesses right now. Vivek Shah, a documented pro se litigant, has sent thousands of demand letters to businesses nationwide, including Florida companies, since Fall 2025.

Our attorneys bring firsthand experience defending these types of claims and will walk through what they are seeing on the ground in Florida right now, from the types of businesses being targeted to the demands hitting inboxes and have an open conversation about what businesses can

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Brett P. Owens

Partner

813.769.7512



Danielle Kays

Partner

do to protect themselves before it happens to them.

Come ready to ask questions, share what you are seeing in your own organization, and leave with a clear-eyed view of your exposure and your next steps.

Seats are limited. This is the conversation you need to be part of.

If you have any questions, please contact [Christian Davidson](#).

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[312.260.4751](#)



Alissa Kranz

Of Counsel

[813.769.7469](#)

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