Insights, News & Events

THE RETAIL WEBSITE WIRETAP TRAP! VPPA, CIPA, ECPA & THE DEMAND LETTER PLAYBOOK

Event
Dec 3, 2026
11:00 am - 12:00 pm PST

Retailers are facing a wave of privacy class actions and demand letters that most never saw coming. Decades-old wiretapping laws — the federal Video Privacy Protection Act (VPPA) and Electronic Communications Privacy Act (ECPA), the California Invasion of Privacy Act (CIPA), and state wiretap statutes — are being weaponized against modern retail websites, apps, and marketing technology. A single plaintiff without a lawyer generated thousands of demand letters across industries, and there are many others out there. Session replay tools, chat features, Pixels, Google Analytics, and loyalty program integrations have all become litigation targets.

This webinar cuts through the noise. In this webinar, sponsored by the Firm's Retail Industry Team and featuring Jim Monagle, Partner in the Privacy and Cyber Practice Group at Fisher Phillips, we'll explain what these statutes actually cover, how courts are applying them to retail websites in 2026, and what the recent rulings mean for your business. Most importantly, we'll give you a practical, actionable playbook for assessing your exposure, responding to demand letters, and building defensible privacy controls before the next lawsuit lands.

The firm is submitting this webinar for HRCI/SHRM credit.

If you have any questions, please contact Mary Gray Turner.

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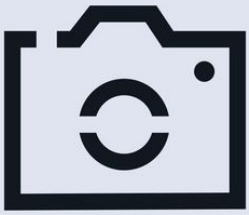

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Service Focus

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