

## VLP Partner Melissa Krasnow Quoted in Bloomberg BNA Article “Uber Settles FTC Customer Data Security, Privacy Enforcement Action”

VLP Partner Melissa Krasnow was quoted in the *Bloomberg BNA* article “Uber Settles FTC Customer Data Security, Privacy Enforcement Action.”

The article, posted in *Bloomberg Law: Privacy & Data Security*, reported on a no-fault settlement between Uber Technologies Inc. and the Federal Trade Commission (FTC) over data security and privacy claims involving sensitive consumer data stored in the cloud.

The article noted that the settlement demonstrates that the FTC intends to hold companies to their privacy promises to consumers and require they maintain a reasonable level of protection for personal data, even in the absence of a direct showing of harm. It also underscores the agency’s assessment that geolocation information is sensitive personal data.

The article went on to report that the agency asserted that Uber’s failure to protect geolocation data “created serious risks for consumers.”

Ms. Krasnow told Bloomberg BNA that the FTC’s “enforcement action makes clear that geolocation information is sensitive information for which reasonable security must be provided.” It “continues the trend” of FTC enforcement and regulation of corporate “collection, use, sharing, protection, and storage of geolocation information.”

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