

## VLP Partner Melissa Krasnow Quoted in Law360 Article “FTC Sharpens Data Security, Privacy Arrows with VTech Pact”

VLP Partner Melissa Krasnow was quoted in the *Law360* article “FTC Sharpens Data Security, Privacy Arrows with VTech Pact.”

The article reported on a recent enforcement action by the Federal Trade Commission (FTC) alleging that toymaker VTech violated the Children's Online Privacy Protection Act (COPPA) by failing to obtain proper parental consent before collecting information on parents and children through its Kid Connect app and neglecting to take reasonable steps to secure this data.

According to the article, the Kid Connect App was breached in 2015 and the toymaker agreed to pay \$650,000 to resolve the children's privacy case, which was the FTC's first involving internet-connected toys.

"A key point is that COPPA addresses data security," Ms. Krasnow told *Law360*. "Accordingly, companies collecting, using, disclosing, protecting and deleting information from consumers, namely children, need to ensure that they provide reasonable and appropriate data security to protect personal information."

"This enforcement action is a reminder to make sure that privacy policies must accurately reflect actual security practices or lack thereof, namely, not saying [personally identifiable information] I will be encrypted if that is not the case in reality," Ms. Krasnow said, adding that important disclosures need to be verified.

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