

Get That Thing Out of My Face(book)! – Canadian Woman Brings Class Action Against Facebook in Ontario for Private Message Scanning

Proskauer on Advertising Law Blog on May 5, 2014

How private is private? This is the question at the heart of a putative class action recently brought against Facebook in Toronto. Plaintiff Lavinia Latham claims, on behalf of herself and up to 18-million similarly situated Canadians, that Facebook committed a number of privacy offenses by extracting information from users' private messages without permission and using that data to boost advertising revenue... Continue Reading