

Mobile App VPPA Suit Survives Spokeo Standing Challenge

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In *Yershov v. Gannett Satellite Information Network, Inc.*, a user of the free USA Today app alleged that each time he viewed a video clip, the app transmitted his mobile Android ID, GPS coordinates and identification of the watched video to a third-party analytics company to create user profiles for the purposes of targeted advertising, in violation of the Video Privacy Protection Act (VPPA). When we last wrote about this case in May, [the First Circuit reversed the dismissal by the district court](#) and allowed the case to proceed, taking a more generous view as to who is a “consumer” under the VPPA...

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