



Alexandra Samofalova Analyzes Emerging CIPA Litigation in Law360

Spencer Fane attorney [Alexandra Samofalova](#) authored the article [CIPA Tech Tracking Suits Highlight Uncertain Legal Ground](#), recently published by *Law360*. The piece was also featured in *Law360*'s [top ten](#) most read expert analyses for the beginning of the month.

In her article, originally a firm [blog post](#), Alexandra examines the rapidly evolving landscape of California CIPA litigation involving website tracking technologies, highlighting conflicting court decisions and significant legal uncertainty. She discusses recent settlements, dismissals, pending appellate cases and proposed legislation that could reshape CIPA claims. Alexandra also outlines practical steps businesses can take to assess their website tracking practices, obtain proper consent and mitigate potential litigation and compliance risks.

"What is not unstable is the obligation of any business operating a website to know what it collects, where the data goes and what it has disclosed to the people being recorded. That obligation does not depend on how the California state appeals courts rule or whether S.B. 690 passes. It depends on the basic legal architecture that should have been in place before any tracker was installed," Alexandra wrote.

At the firm, Alexandra's practice encompasses data privacy, cybersecurity, artificial intelligence, real estate, corporate, and business law. She provides strategic legal counsel to corporations, nonprofits, management companies, developers, contractors, and other professionals, helping them navigate complex evolving legal and regulatory landscapes.

Read Alexandra's full article [here](#). Please note, a subscription may be required.