Shawn Tuma Examines Legal Risks and Compliance Strategies for Website Tracking in Multiple Publications

Spencer Fane attorney Shawn Tuma shares his insights on navigating the rising risk of website tracking litigation in multiple articles published by *Texas Lawyer*, *Show-Me Banker*, and *Modern Restaurant Management*.

In his articles, which originated as a firm blog post, Shawn examines the rapidly evolving legal risks surrounding website tracking technologies. He explains how a rise in lawsuits has created significant exposure for businesses in multiple sectors, particularly where sensitive data or inadequate disclosures are involved. Shawn highlights recent legislative efforts to address the wave of litigation and the continued uncertainty, along with practical steps to take to strengthen compliance, reduce risk, and respond effectively to potential claims.

"In today's digital-first economy, website tracking technologies – such as cookies, pixels, and session replay tools – are essential for understanding user behavior, optimizing marketing, and driving business growth. However, a surge in lawsuits and regulatory scrutiny has made the use of these tools a significant legal risk for organizations across industries," Shawn wrote.

Shawn co-leads the firm's Cyber | Data | Artificial Intelligence | Emerging Technology Practice Group while serving as Office Managing Partner for the firm's Plano, Texas, location. He helps businesses protect their information and protect themselves from their information. He represents a wide range of clients, from small companies to Fortune 100 companies, across the U.S. and globally in dealing with artificial intelligence (AI), cybersecurity, data privacy, data breach and incident response, regulatory compliance, computer fraud-related legal issues, and cyber and AI-related litigation.