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RELATED PROFESSIONALS

C. Jade Davis
Brian C. Focht
Douglas A. Cherry
Andrew R. DeWeese
Enisha Smith
Lloyd J. Wilson

MEDIA CONTACT

Wendy M. Byrne
wbyrne@shumaker.com

Privacy Lawsuits Are Spiking...Is Your Website Next?

"Trap and trace" and website privacy lawsuits are on the rise nationwide. Plaintiffs' lawyers are zeroing in on companies that use chat tools, analytics, or ad pixels without proper disclosures or consent. The common thread? Missing or outdated privacy notices.

Quick fixes to stay ahead:

1. Post a clear, easy-to-find Privacy Notice. Tell visitors what you collect and why.
2. Add a consent banner or cookie tool. Don't track before getting permission.
3. Audit your site scripts. Know what third-party tools are collecting data.
4. Offer opt-outs. Include "Do Not Sell or Share" links if required.
5. If you say you do it, do it. Make sure your practices match your promises.
6. Review regularly. Laws—and lawsuits—are changing fast.

A few small updates today can save you from being the next headline tomorrow.

We helps businesses stay compliant and out of court. Contact us if your site hasn't had a privacy check-up lately

Below is a brief glance of what you'll find in the November 2025 issue of the *Digital Risk Report*:

- "Compliance and Social Media: What You Need to Know About Influencer Content"
- "From Disclosure to Defense: A Strategic AI Governance Blueprint"

- “Post Mortem Review of AT&T Breaches”
- Recent Legislative & Regulatory News
- Enforcement Actions
- Notable Data Breaches

Learn more about Shumaker’s Technology, Data Privacy, Cybersecurity & AI Service Line