



Trending in Social Media Law (Part 2): Snapping Away at Biometric Privacy

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The class action centers on Snapchat and its popular “Lenses” feature. Snapchat allows its users to send photos or videos, called “snaps,” to each other. Each “snap” lasts only seconds before disappearing. Snapchat’s “Lenses” features allows Snapchat users to add playful animations to their snaps, such as superimposing a mustache or starry eyes on a selfie. Snapchat users send around 10 million snaps using Lenses each day.

Plaintiffs seek statutory damages of \$5,000 against Snapchat for each and every BIPA violation. If liable, Snapchat could face millions of dollars in statutory penalties.

A copy of the complaint can be found [here](#).

Categories

Cybersecurity, Privacy & Data Protection

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