

Retailer Risk Reduction Tips As Email Marketing Suits Surge

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Partner [Gonzalo Mon](#) authored "Retailer Risk Reduction Tips As Email Marketing Suits Surge" for *Law360*. The article discusses the uptick in email marketing lawsuits following the Washington Supreme Court's decision in *Brown v. Old Navy LLC* alleging that retailers sent emails that violated Washington's Commercial Electronic Mail Act (CEMA). Gonzalo discusses *Brown v. Old Navy LLC*, trends among the new lawsuits, and tips for companies to reduce risk with their email marketing campaigns.

"Until we start seeing more substantive decisions in these cases, there are few clear answers to the questions retailers are asking themselves. Still, there are some actionable steps that retailers can take to reduce risks."

Read the full article [here](#). Subscription required.