

# Washington's Spam Email Ruling Means Retailers Should Be Careful

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Partner Gonzalo Mon authored "Washington's Spam Email Ruling Means Retailers Should Be Careful" published by *Bloomberg Law*. The article covers the Washington Supreme Court's ruling in *Brown v. Old Navy LLC*, which affects the content businesses can put in the subject lines of marketing emails sent to Washington residents. Gonzalo explains the case, the Court's ruling, and how retailers can reduce risk in this area.

"While the lawsuits are pending, retailers should proceed with caution and keep a close eye on developments in these cases. Everyone likes a sale, but a company that isn't careful with how it advertises one could end up paying a high price in the end."

Read the full article [here](#).