

Amazon Go Stores In New York City Didn't Properly Alert Customers They Were Being Biometrically Tracked, Lawsuit Says

In “Amazon Go Stores In New York City Didn't Properly Alert Customers They Were Being Biometrically Tracked, Lawsuit Says” (CBS News, March 18, 2023), CBS News covers a class-action lawsuit filed against Amazon alleging that the company did not properly notify customers entering its Amazon Go stores in New York City that it was tracking and collecting their biometric information.

CBS News notes that, “The lawsuit claims that the e-commerce giant violated a New York City law passed in early 2021 which requires businesses that are collecting, storing or sharing “biometric identifier information” to post signage near their entrances alerting customers that they are doing so.”

The lawsuit was filed Thursday March 16, 2023 in the U.S. District Court for the Southern District of New York on behalf of shopper Alfredo Rodriguez Perez by Pollock Cohen LLP, Peter Romer-Friedman Law PLLC, and the Surveillance Technology Oversight Project. The case is Perez v. Amazon.com, Inc., S.D.N.Y., No. 1:23-cv-02251.

CBS News also notes that, “The lawsuit alleges that Amazon Go collects shoppers biometric information “by scanning the palms of some customers to identify them and by applying computer vision, deep learning algorithms, and sensor fusion that measure the shape and size of each customer's body to identify customers, track where they move in the stores, and determine what they have purchased.” And goes on to note that, “The lawsuit argues that since New York City began enacting its notification law in January 2021, Amazon Go stores “failed to post any signs” notifying shoppers that it was collecting such biometric information.”

To read the full article, click on the link below.

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