

BRIEF: New Mexico AG Files Lawsuit Alleging Tech Companies Illegally Track Children

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(TNS) — ALBUQUERQUE, N.M. — New Mexico Attorney General Hector Balderas is suing a group of tech companies he says are illegally tracking children online.

The suit, filed in U.S. District Court in New Mexico, alleges that gaming apps designed by Tiny Lab Productions and marketed by Google in its Play Store are targeted at children and contain illegal tracking software. According to the suit, the software allows the defendants to track, profile, and target children, which is illegal for children under 13 without parental consent.

Named in the suit are Google, Twitter, Tiny Lab Productions, MoPub, AerServ, InMobi PTE, AppLovin and IronSource.

“These apps can track where children live, play, and go to school with incredible precision,” Attorney General Hector Balderas said in a news release.

The AG contends that once the data has been collected, it is accessible not only to advertisers, but because of the “ ever-present” risk of data breaches, also potentially to criminals, according to the release.

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<http://www.govtech.com/security/BRIEF-New-Mexico-AG-Files-Lawsuit-Alleging-Tech-Companies-Illegally-Track-Children.html>