OpenX Fined $2 Million For Breaching Children's Data Privacy Law



The Federal Trade Commission (FTC) announced a settlement of $2 million with OpenX, the programmatic advertising company, for allegedly collecting personal information from children under 13 without parental consent. The complaint filed by the Department of Justice on behalf of the FTC also accused the California-based company of securing geolocation information from users who specifically asked not to be tracked with the opt-out option.

Recommended articles
https://www.adweek.com/programmatic/openx-fined-2-million-for-breaching-childrens-data-privacy-law/