

## What Is VPPA?

### Video Privacy Protection Act (VPPA)

The **Video Privacy Protection Act (VPPA)**, enacted in 1988, prohibits videotape service providers from disclosing a customer’s personal information without express consent. Originally, the term “video tape service provider” targeted brick-and-mortar video rental stores as the statute was created in response to the public disclosure of a Supreme Court nominee’s rental history.

Recently, however, courts have interpreted VPPA to encompass any business that is engaged in renting, selling, or delivering recorded video cassette tapes or “audio-visual materials.” VPPA provides a private right of action, meaning individuals can directly sue a “video tape service provider” for violating their privacy by disclosing personal viewing information without consent.

Winston & Strawn’s [Privacy & Data Security practice](#) has vast experience advising clients on VPPA compliance and representing clients in litigation matters related to alleged VPPA violations.

### Related Capabilities

Privacy & Data Security