

PARTNER POOJA NAIR QUOTED IN BLOOMBERG LAW ON FOOD DELIVERY APPS AND CONSUMER PRIVACY

10.26.2021

Bloomberg Law

Pooja S. Nair, Chair of ECJ's Food, Beverage and Hospitality Department, was quoted in *Bloomberg Law* in an October 26 article titled, "NYC's 'Peculiar' New Delivery App Law Raises Data Breach Fears."

The article discusses a new delivery app law that will mandate food delivery apps to share customer information with restaurants that provide the meals they deliver. Food delivery apps have protocols in place that limit how much personal information is provided to restaurants when placing an order but these apps still collect data on their consumers. According to Pooja, "the way it's set up, apps are the master of that information," making it difficult for restaurants to directly market to their customers.

The article highlights DoorDash's lawsuit, which argues that "restaurants will be able to free-ride on data that it's spent 'tens of millions of dollars' to acquire and keep confidential. Gaining free access to customer data would also give restaurants less incentive to partner with or advertise through DoorDash."

Pooja further states that it's likely the DoorDash lawsuit focuses on constitutional arguments because New York City, and the state, lack a consumer privacy law similar to the California Consumer Privacy Act, which will evolve into the California Privacy Rights Act in 2023.

[Access the full article here.](#)

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Pooja S. Nair

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Food, Beverage and Hospitality