

Lawsuits in Regard to Privacy Breaches

- Two separate lawsuits claimed that Alexa illegally recorded children without the consent of their parents.
- Lawsuits regarded a child 10 years old and 8 years old
- Case revolved around Alexa storing millions of children's audio recordings in an effort to track their usage and develop footprints for the users.
- Children nor their parents' consented to the audio recordings being saved
- Case is currently on-going

The Future of Privacy

- “Forty-one percent of voice assistant users are concerned about trust and privacy.”- Microsoft
- Suggestion: User should be presented with options that would allow for them to opt out of situations in which they could be tracked.
- Suggestion: Setting in which a user opts for their audio to be completely turned off when the device is not in use
- Privacy violations of customer information could lead to impacting trust people have in the company.
- Sales, credibility, and revenue could decrease if people decide to stop using the product.