

ANCIENT TEXTS: Plaintiff Brings Class Action Against Ancient Cosmetics 3 years 364 Days After Text Was Sent

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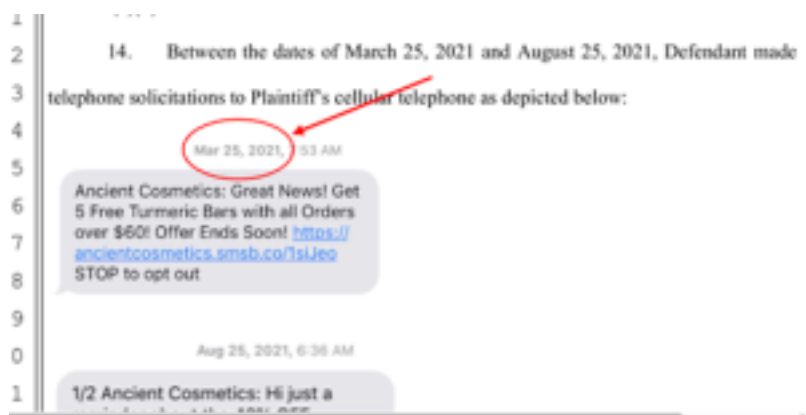
When people tell you the statute of limitations for a TCPA violation is four years– we really mean it.

Back on March 25, 2021 a company called Ancient Cosmetics allegedly sent a marketing text message to a lady named Patrice Gonzalez.

At that time Tom Brady had just won a Super Bowl over the Chiefs, that big ship Ever Given was still stuck in the Suez canal and the Czar was still working in big law.

Yeah, that was a loooooong time ago.

But just this week Ms. Gonzalez filed a TCPA class action lawsuit against Ancient Cosmetics over the *ancient* text messages–what are the odds of that BTW?–and its a great reminder to folks.





Compare!

What you do *today* in TCPAWorld has consequences for a loooong time to come.

That means you need to be keeping records of consent—especially if you are buying leads—for that entire time.

And yes people WILL sue you 3 years, 364 days after you allegedly violate the TCPA.

Gross, right?

Let those who have ears to hear, hear.

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