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 10 11 12 13 14 	Zareh A. Jaltorossian (SBN 205347) KP LAW 150 East Colorado Blvd., Suite 206 Pasadena, CA 91105 Tel: (626) 639-3525 Fax: (213) 986-3121 Attorneys for Plaintiffs Eric Gruber, Cheryl Ski Ever Gonzalez, and Jeremy Earls	dmore,
15 16 17		HE STATE OF CALIFORNIA SAN FRANCISCO
 18 19 20 21 22 23 24 25 26 27 28 	ERIC GRUBER; CHERYL SKIDMORE; EVER GONZALEZ; and JEREMY EARLS, individually and on behalf and all others similarly situated, Plaintiffs, vs. YELP, INC., and DOES 1-10, inclusive, Defendants.	Case No. CGC 16-554784 CLASS ACTION FIRST AMENDED COMPLAINT FOR DAMAGES AND INJUNCTIVE RELIEF: (1) UNLAWFUL RECORDING AND INTERCEPTING OF COMMUNICATIONS (Cal. Penal. Code § 632.7) (2) UNLAWFUL RECORDING OF AND EAVESDROPPING UPON CONFIDENTIAL COMMUNICATIONS (Cal. Penal Code §632) <u>DEMAND FOR JURY TRIAL</u> Action Filed: October 12, 2016
	FIRST AMENDED CI	LASS ACTION COMPLAINT

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2	Plaintiffs Eric Gruber, Cheryl Skidmore, Ever Gonzalez and Jeremy Earls bring this
3	action on behalf of themselves ("Plaintiffs") and all others similarly situated ("the Class"), and on
4	information and belief allege against Defendant YELP, Inc. ("YELP") and Does 1-10
5	(collectively "Defendants") the following:
6	NATURE OF THE CASE
7	1. This case is brought as a class action under California Code of Civil Procedure
8	("CCP") §382. This class action lawsuit arises out of YELP's policy and practice of illegally
9	recording calls made to and from YELP's Sales Representatives and prospective clients (both
10	large and small business owners). YELP has a policy and practice by which YELP automatically
11	"one-way" records telephone conversations (i.e., records its employees' side of telephone calls)
12	between YELP's Sales Representatives and prospective business owners regarding the sales of
13	YELP's products (advertising on YELP's website). YELP intentionally and surreptitiously one-
14	way recorded telephone calls between business owners and YELP's Sales Representatives
15	without warning or disclosing to callers that they were doing so.
16	2. For at least one (1) year prior to the original filing of this action and through to the
17	present YELP had a consistent policy and practice of recording telephone conversations without
18	the consent of all parties, in violation of California's Invasion of Privacy Act (Penal Code § 630,
19	et seq.). Specifically, YELP's policy and practice violated Penal Code § 632.7, which prohibits
20	the recording of a communication made from a cellular or cordless telephone without the consent
21	of all the parties to the communication; and Penal Code § 632, which similarly prohibits the
22	recording or intercepting (i.e. monitoring) of a confidential communication made without the
23	consent of all parties to the communication.
24	3. As a result of YELP's violations, hundreds of thousands if not millions of
25	individuals who called or were called by YELP's Sales Representatives in California to and/or
26	from a hardwired landline, cellular or cordless telephone were one-way recorded surreptitiously
27	and without disclosure. Therefore, these individuals are entitled to an award of statutory damages

and injunctive relief as set forth in Penal Code §637.2.

1 4. The "Class Period" is designated as the time from October 12, 2015 (one year 2 prior to filing of the complaint), through May 24, 2017 based on the allegations as described 3 herein, as they have been ongoing for at least one year prior to the filing of this Complaint. **THE PARTIES** 4 5. Plaintiff Eric Gruber ("Gruber") is an individual who resides in the City and 5 County of San Francisco. Gruber is a small business owner and solo attorney practitioner who 6 owns and operates the Gruber Law Group, which is also located in San Francisco, California. 7 6. Plaintiff Cheryl Skidmore ("Skidmore") is an individual who resides in Costa 8 Mesa, California. Skidmore is a small business owner who owns and operates Fun With Horses, 9 a recreational horse riding program, located in Brea, California. 10 7. Plaintiff Ever Gonzalez ("Gonzalez") is an individual who resides in Novato, 11 California. At the relevant times herein, Gonzalez owned and operated North Bay Automotive, 12 an automotive repair shop located in San Rafael, California. 13 8. Plaintiff Jeremy Earls ("Earls") is an individual who resides in Lakewood, 14 California. Earls owns and operates North Star Smog, a smog inspection station located in Long 15 Beach, California. 16 9. Defendant YELP: YELP is an internet company that develops, hosts and markets 17 Yelp.com and the Yelp mobile app, which publish crowd-sourced reviews about local businesses. 18 Yelp was founded in 2004 and grew quickly. By 2015 it had \$55 million in revenues. Yelp 19 became a public company in March 2012 and became profitable for the first time two years later. 20 As of 2016, Yelp.com had 135 million monthly visitors and 95 million reviews. The company's 21 revenues come from businesses advertising. At all relevant times, YELP was and is a 22 corporation organized under the laws of the State of California, having its corporate headquarters 23 in San Francisco, California in San Francisco County. Plaintiffs allege that the practices and 24 policies that are complained of in this Complaint have been occurring throughout the Class 25 Period. YELP systematically and continuously does business in California with California 26 residents. 27 28 -3-

1	FICTITIOUS DEFENDANTS
2	10. Defendants Does 1-10, inclusive, are sued herein under fictitious names. Their
3	true names and capacities are unknown to Plaintiffs at this time. When their true names and
4	capacities are ascertained, Plaintiffs will amend this Complaint by inserting their true names and
5	capacities. Plaintiffs are informed and believes, and thereon alleges that each of the fictitiously-
6	named Defendants are responsible in some manner for the occurrences alleged herein and that
7	Plaintiffs' and the proposed Class Members' damages and penalties alleged herein were
8	proximately caused by such Defendants.
9	<u>AGENCY</u>
10	11. Plaintiffs are informed, believe, and thereon allege that each of the Defendants
11	herein was, at all times relevant in this action, the agent, employee, representing partner, officer,
12	director, subsidiary, affiliate, parent corporation, successor and/or predecessor in interest and/or
13	joint venture of the remaining Defendants and was acting within the course and scope of that
14	relationship. Plaintiffs are further informed, believe, and thereon allege that each of the
15	Defendants herein gave consent to, ratified, adopted, approved, controlled, aided and abetted,
16	and/or otherwise authorized the acts alleged herein to the remaining Defendants.
17	JURISDICTION AND VENUE
18	12. This Court has subject matter jurisdiction over this action under California Penal
19	Code §§ 631, 632. 632.7 and 637.2
20	13. This Court has personal jurisdiction over the parties because Defendant YELP's
21	principal place of business and corporate headquarters is located in the City and County of San
22	Francisco, California. YELP continually and systematically conducts business in San Francisco,
23	California and has employed and does employ numerous individuals within the City and County
24	of San Francisco. Likewise, Plaintiffs are residents of California and their rights were violated in
25	the State of California and arose out of their contact with Defendant in and from San Francisco,
26	California.
27	14. Venue is proper in this county pursuant to California Code of Civil Procedure
28	§395(a). Defendant's business may be found within San Francisco County. The unlawful acts, as
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	FIRST AMENDED CLASS ACTION COMPLAINT

1 well as the course of conduct alleged herein, occurred, in part, in San Francisco County. 2 Defendants maintain headquarters, transact business, have agents in San Francisco County, and 3 numerous Class Members are located in San Francisco County, and Defendants are otherwise within this Court's jurisdiction for purposes of service of process. The unlawful acts alleged 4 herein have had a direct effect on Plaintiffs and those similarly situated within the State of 5 California and within San Francisco County. 6 7 **FACTUAL ALLEGATIONS** 15. Plaintiffs, on information and belief, allege the following: 8 16. Defendant YELP's Recording Practices: During the Class Period, YELP had a 9 pattern and practice of illegally one-way recording the conversations of Class Members without 10 their knowledge or consent. YELP intentionally used technology consisting of hardware and/or 11 software to carry out a practice and policy of one-way recording calls made to and from 12 California-based Class Members and YELP's Sales Representatives. 13 17. YELP's Sales Managers and Representatives were directed, trained, and instructed 14 to, and did, one-way record telephone calls between YELP's call centers and callers, including 15 California Class Members. 16 18. YELP's Sales Managers and Representatives were not trained nor instructed, or 17 such training and instruction was not enforced or monitored, to provide Class Members notice 18 that the conversations they were having might be one-way recorded. With respect to outbound 19 calls from Sales Representatives and direct inbound calls to Sales Representatives, YELP did not 20 provide a "pre-recorded" message that such monitoring and/or recording may be taking place. 21 During the Class Period, the standard procedure for YELP's Sales Representatives was to call 22 business owners and simply say, "Hi I am [Sales Representative's first name] from YELP" 23 19. YELP employs Sales Managers who in turn manage a team of Sales 24 Representatives. The Sales Representatives make sales calls within and into California on a daily 25

basis, attempting to sell California based business owners and operators (Class Members) advertisement space on YELP's website. The majority of their sales calls are made within or to

California based companies and individuals.

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20. Plaintiff Eric Gruber ("Gruber"): Eric Gruber is an individual and a resident of
 San Francisco, California. He is a small business owner. He is a solo attorney and legal
 practitioner who owns and operates the Gruber Law Group in San Francisco, California. His
 legal practice, which started in 2013, focuses on personal injury and employment matters. He is a
 graduate of Hamline University in St. Paul, Minnesota and the University of California, Hastings
 College of the Law.

21. In 2013/2014, Gruber was approached via calls to his cell phone and email by 7 YELP Sales Representatives regarding purchasing advertisement space on YELP's website. Over 8 9 the ensuing years, Gruber was contacted via phone a dozens times or more by YELP's Sales Representatives aggressively attempting to sell him advertisement space. During the Class 10 Period, Gruber discussed numerous confidential business related and financial issues with the 11 YELP Sales Representatives including his own business' confidential financial situation, business 12 strategies, and business practices as well as his own personal finances and sometimes his own 13 personal life. Many of these conversations Gruber had with YELP's Sales Representatives were 14 one-way recorded by YELP's Sales Managers and/or Sales Representatives without notice or 15 consent by Gruber. Gruber had a reasonable expectation that these conversations were private 16 and not being eavesdropped on or recorded because YELP failed to provide the now common 17 pre-recorded message that the call may be "monitored or recorded for quality assurance 18 purposes". The failure to provide such warnings or actual live notice that such conversations 19 might be monitored and recorded provided Plaintiff the reasonable expectation that such 20 conversations were private, confidential and not being monitored and recorded. Further, Gruber 21 had a reasonable expectation of privacy because he was working with YELP Sales 22 Representatives on how to best benefit his business and personal life through the exchange of 23 confidential business and financial information. During these calls Gruber was never given notice 24 or warning that his conversation with the Sales Representatives was being recorded without his 25 knowledge. 26

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22. **Plaintiff Cheryl Skidmore ("Skidmore")**: Skidmore is an individual who resides in Costa Mesa, California. Skidmore is a small business owner who owns and operates Fun With

1 Horses, a recreational riding program, located in Brea, California. During the Class Period, 2 Skidmore was contacted on her cell phone by YELP Sales representatives regarding purchasing 3 advertisement space on YELP's website for her riding program. On information and belief, many of these conversations Skidmore had with YELP's Sales Representatives were one-way 4 recorded by YELP's Sales Managers and/or Sales Representatives without notice or consent by 5 Skidmore. Skidmore had a reasonable expectation that these conversations were private and not 6 being recorded because YELP failed to provide the now common pre-recorded message that the 7 call may be "monitored or recorded for quality assurance purposes". The failure to provide such 8 warnings or actual live notice that such conversations might be monitored and recorded provided 9 Plaintiff the reasonable expectation that such conversations were private, confidential and not 10 being recorded. Further, Plaintiff had a reasonable expectation of privacy because she was 11 working with YELP Sales Representatives on how to best benefit her business and personal life 12 through the exchange of confidential business and financial information. During these calls 13 Skidmore was never given notice or warning that her conversation with the Sales Representatives 14 was being recorded without her knowledge. 15

23. Plaintiff Ever Gonzalez ("Gonzalez"): Gonzalez is an individual who resides in 16 Novato, California. At the relevant times herein, Gonzalez owned and operated North Bay 17 Automotive, an automotive repair shop located in San Rafael, California. During the Class 18 Period, Gonzalez was contacted on his cell phone by YELP Sales representatives regarding 19 purchasing advertisement space on YELP's website for his automotive repair shop. On 20 information and belief, many of these conversations Gonzalez had with YELP's Sales 21 Representatives were one-way recorded by YELP's Sales Managers and/or Sales Representatives 22 without notice to or consent by Gonzalez. Gonzalez had a reasonable expectation that these 23 conversations were private and not being recorded because YELP failed to provide the now 24 common pre-recorded message that the call may be "monitored or recorded for quality assurance 25 purposes". The failure to provide such warnings or actual live notice that such conversations 26 might be monitored and recorded provided Plaintiff the reasonable expectation that such 27 conversations were private, confidential and not being monitored and recorded. Further, Plaintiff

1 had a reasonable expectation of privacy because he was working with YELP Sales 2 Representatives on how to best benefit his business and personal life through the exchange of 3 confidential business and financial information. During these calls Gonzalez was never given notice or warning that his conversation with the Sales Representatives was being recorded 4 without his knowledge. 5

24. Plaintiff Jeremy Earls ("Earls"): Earls is an individual who resides in

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Lakewood, California. Earls owns and operates North Star Smog, a smog inspection station 7 located in Long Beach, California. During the Class Period, Earls was contacted on his cell 8 phone by YELP Sales representatives regarding purchasing advertisement space on YELP's 9 website for his smog inspection station. On information and belief, many of these conversations 10 Earls had with YELP's Sales Representatives were one-way recorded by YELP's Sales Managers 11 and/or Sales Representatives without notice or consent by Earls. Earls had a reasonable 12 expectation that these conversations were private and not being recorded because Defendant 13 failed to provide the now common pre-recorded message that the call may be "monitored or 14 recorded for quality assurance purposes". The failure to provide such warnings or actual live 15 notice that such conversations might be monitored and recorded provided Plaintiff the reasonable 16 expectation that such conversations were private, confidential and not being monitored and 17 recorded. Further, Plaintiff had a reasonable expectation of privacy because he was working with 18 YELP Sales Representatives on how to best benefit his business and personal life through the 19 exchange of confidential business and financial information. During these calls Earls was never 20 given notice or warning that his conversation with the Sales Representatives was being recorded 21 without his knowledge. 22

25. Plaintiffs, on information and belief, allege that YELP, during the proposed Class 23 Period, had a pattern and practice or eavesdropping and recording conversations of thousands of 24 Class Members without their knowledge or consent. Because there were no warnings that calls 25 would be recorded, Plaintiffs and Class Members had a reasonable expectation that their 26 telephone conversations with Defendant's YELP's employees and agents were, and would 27 remain, private to the parties on the telephone. The secret monitoring and recording of these 28

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1	conversation	s without notice and consent is an invasion of privacy and highly offensive and
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	inclusive to a	reasonable person including Plaintiffs and Class Members.
3	• 6	CLASS ACTION ALLEGATIONS
4	26.	Plaintiffs bring this action individually and as a class action on behalf of an opt-out
5	class (the "Cl	lass") defined as follows:
6		Penal Code § 632.7: All individuals who, from October 12, 2015, to May 24,
7		2017 (the "Class Period"), while physically present in California and using a cellular device, participated in an outbound telephone conversation with a sales
8		representative of YELP or its agent who one-way recorded the conversation without first informing the individual that the conversation was being recorded.
9 10		Penal Code § 632.7 Subclass: All individuals who, from October 12, 2015, to May 24, 2017 ("the Class Period"). while physically present in
11		California and using a cellular device, participated for the first time in an outbound telephone conversation with a sales representative of YELP
12		or their agent who one-way recorded the conversation without first informing the individual that the conversation was being recorded.
13	27.	Plaintiffs reserve the right under Rule 3.765(b), California Rules of Court, to
14	amend or mo	dify the class description with greater specificity or further division into a subclasses
15	or limitations	s to particular issues.
16	28.	This action is brought, and may properly be maintained, as a class action pursuant
17	to California	Code of Civil Procedure §382 (and the analogous provisions of Federal Rules of
18	Civil Procedu	are 23(a)(1)-(4) and 23(b).)
19	29.	Defendants, via their unlawful actions, have violated Plaintiffs and the Class
20	Members' pr	ivacy rights under California's Invasion of Privacy Act, California Penal Code §630
21	et seq. There	e is a well-defined community of interest in the litigation and the questions of law
22	and fact raise	ed by Defendant's alleged violations of the Penal Code, as Plaintiffs seek to represent
23	the Class con	taining numerous members who were one-way recorded by Defendant without their
24	knowledge of	r consent. Further, the proposed Class is clearly ascertainable and Class Members
25	easily identif	iable via Defendant's phone system records and/or Defendant's telephone
26	company's re	ecord of calls, recordings, and supporting documents. As described below, this
27	action also sa	tisfies the numerosity, commonality, predominance, typicality, adequacy, and
28	superiority re	equirements of these provisions.

Numerosity:

30. A class action is the only available method for the fair and efficient adjudication of
this controversy. Although the exact number and identities of Class Members are unknown to
Plaintiffs at this time and can only be ascertained through appropriate discovery, Plaintiffs are
informed and believes that the Class includes hundreds of thousands of individuals. On
information and belief, therefore, Plaintiffs allege that the members of the Class are so numerous
that joinder of all members is impractical, if not impossible. Membership in the Class will be
determined upon analysis of, *inter alia*, telephone systems records maintained by Defendants.

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Commonality and Predominance:

31. Plaintiffs and the Class share a community of interest because there are numerous
 common issues of fact and law that predominate over any questions and issues solely affecting
 individual members. Such common factual and legal issues include, but are not limited to, the
 following:

a. Whether YELP had a policy or practice of one-way recording wireless
telephone calls to and/from the proposed Class Members;

b. Whether YELP had a policy or practice during the Class Period of not
disclosing/providing notice to the proposed Class Members that their wireless conversations
might be one-way recorded;

c. Whether YELP had a policy or practice during the Class Period of not
 obtaining consent from the proposed Class Members to the one-way recording of wireless
 telephone conversations;

d. Whether YELP violated California Penal Code § 632.7 during the
 proposed Class Period by one-way recording telephone conversations between the proposed Class
 Members on cellular or cordless telephones in California and Defendant's Sales Representatives
 without knowledge or consent of the Class Members.

e. Whether Class Members are entitled to statutory damages of \$5,000 under
Penal Code §637.2 for every violation of Penal Code §§ 631, 632, and 632.7.

Typicality:

32. Plaintiffs' claims are typical of the claims of the proposed Class. Plaintiffs' and all
Class Members' claims are based on the same legal theories and arise out of the same common
course of conduct and unlawful policies or practices of YELP, resulting in the same injury to
Plaintiffs and Class Members and same statutory damages, as alleged herein.

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Adequacy of Representation:

7 33. Plaintiffs will fairly and adequately represent the Class. Plaintiffs have the same
8 interests in the litigation of this case as the Class Members. Plaintiffs are committed to vigorous
9 prosecution of this case and have retained competent counsel who are experienced in class actions
10 of this nature. Plaintiffs are not subject to any individual defenses different from those
11 conceivably applicable to the Class as a whole. Plaintiffs and their counsel are not aware of any
12 interest adverse to those of the other proposed Class Members.

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Superiority of Class Action:

34. A class action is superior to other available methods for the fair and efficient 14 adjudication of this controversy because individual litigation of the claims of all Class Members 15 is impractical. The nature of this action and the format of laws available to Plaintiffs and Class 16 Members identified herein make the class action format a particularly efficient and appropriate 17 procedure to redress the wrongs alleged herein. If each Class Member were required to file an 18 individual lawsuit, the corporate Defendants would necessarily gain an unconscionable advantage 19 since they would be able to exploit and overwhelm the limited resources of each individual class 20 member with their vastly superior financial and legal resources. Requiring each class member to 21 pursue an individual remedy would also discourage the assertion of lawful claims by Class 22 Members who would be disinclined to file an action against YELP. 23

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25 26 35. Even if every Class Member could afford individual litigation, the court system could not. It would be unduly burdensome to the courts in which individual litigation of numerous cases would proceed. Individualized litigation would also present the potential for varying, inconsistent, or contradictory judgments and would magnify the delay and expense to all parties and to the court system resulting from multiple trials of the same factual issues leading to

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1	establishment of inconsistent rulings and standards. The prosecution of individual actions may
2	create a risk of adjudications that as a practical matter may be dispositive of the Class Members
3	interest not parties to those adjudications or that may impede or impair the ability of those non-
4	party Class Members to protect their own interest. Further, it will allow the illegal actions (that
5	are difficult to discover due to their covert nature) and very real harm suffered by numerous
6	putative Class Members to continue unabated due to most individuals' inability to pursue and
7	enforce such individual claims because of the limited statutory penalty. By contrast, the conduct
8	of this action as a class action, with respect to some or all of the issues presented herein, presents
9	fewer management difficulties, conserves the resources of the parties and the court system, and
10	protects the rights of each Class Member. Plaintiffs anticipate no management difficulties in this
11	litigation.
12	36. Further, the YELP has also acted, or has refused to act, in respects generally
13	applicable to the Class, thereby making appropriate final and injunctive relief, or corresponding
14	declaratory relief, with regard to Class Members as a whole, as requested herein. Likewise,
15	YELP's conduct, as described herein, is unlawful, ongoing, and will continue unless restrained
16	and enjoined by this Court.
17	FIRST CAUSE OF ACTION
18	Unlawful Recording and Intercepting of Communications
19	Violation of Penal Code §632.7
20	(All Plaintiffs Against Defendant YELP and Does 1-10)
21	37. Plaintiffs incorporate by reference in this cause of action each allegation of all of
22	the foregoing paragraphs as if fully restated herein, and further allege against Defendants and
23	Does 1-10, and each of them, as follows:
24	35. Plaintiffs allege that during the Class Period that Plaintiffs and Class Members
25	each participated in at least one telephone call with YELP's employees or agents that was made
26	to or within California while the Class Members were on a cellular or cordless telephone.
27	36. Plaintiffs allege that during the Class Period Defendant had a policy and practice
28	of using a telephone system that enabled Defendant to surreptitiously, without knowledge or
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consent, one-way record conversations between its Sales Representatives and Class Members on cellular or cordless telephones.

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3 37. Plaintiffs allege that during the Class Period Defendant had a policy and practice
4 of using a telephone system surreptitiously, without knowledge or consent, to one-way record
5 conversations between its Sales Representatives and Class Members on cellular or cordless
6 telephones.

7 38. Plaintiffs allege that during the Class Period Defendant had and followed a policy 8 or practice of not providing notice or warning to Plaintiffs or Class Members that their cellular 9 and cordless telephone communications with Defendant's Sales Representatives were to be one-10 way recorded. Because YELP did not disclose to Plaintiffs and Class Members their calls were 11 one-way recorded, YELP did not obtain, nor could have obtained, express or implied consent to 12 the monitoring and recording of said conversations. As a result Plaintiffs and Class Members had 13 an objectively reasonable expectation of privacy from the surreptitious and convert practice of 14 one-way recording conversations.

15 39. With respect to outbound calls from Sales Representatives and direct inbound calls to Sales Representatives, YELP has failed to provide even the now common and simple pre-16 17 recorded message that such sales calls may be "monitored or recorded for quality assurance 18 purposes". The failure to provide such warnings or actual live notice that such conversations may 19 be monitored and recorded provided the Plaintiffs and Class Members the reasonable expectation 20 that such conversations were private, confidential and not being monitored and recorded. The 21 failure of such warnings would provide a reasonable person the belief and security that their 22 discussions were not being recorded and they could discuss confidential financial or personal 23 information that they would not normally want recorded. As the California Supreme Court has 24 stated, "in light of the circumstances that California consumers are accustomed to being informed 25 at the outset of a telephone call wherever a business entity intends to record the call, it appears 26 equally plausible that, in the absence of such an advisement, a California consumer reasonably 27 would anticipate that such a telephone call is not being recorded, particularly in view of the strong 28 privacy interest most persons have with regard to personal financial information frequently

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1	disclosed in such calls." (Kearney v. Salomon Smith Barney (2006) 39 Cal. 4th 95.)
2	40. YELP's conduct as described herein violated California Penal Code § 632.7(a).
3	Under Penal Code § 637.2, Plaintiffs and Class Members are therefore entitled to \$5,000 in
4	statutory damages per violation, even in the absence of proof of actual damages, the amount
5	deemed proper by the California Legislature. Plaintiffs and Class Members are also entitled to
6	injunctive relief to enjoin further violations.
7	SECOND CAUSE OF ACTION
8	Unlawful Recording of Confidential Communications
9	Violation of Penal Code §632
10	(All Plaintiffs Against Defendant YELP and Does 1-10)
11	41. Plaintiffs incorporate by reference in this cause of action each allegation of all of
12	the foregoing paragraphs as if fully restated herein, and further allege against Defendants and
13	Does 1-10, and each of them, as follows:
14	42. Plaintiffs allege that during the Class Period that Plaintiffs and Class Members
15	each participated in at least one telephone call with YELP's employees or agents that was made
16	to or within California while the Class Member was on a hardwired landline telephone.
17	43. Plaintiffs allege that during the Class Period YELP had a policy and practice of
18	using a telephone system that enabled YELP to surreptitiously, without knowledge or consent,
19	one-way record conversations between its Sales Representatives and Class Members on a
20	hardwired landline telephone.
21	45. Plaintiffs allege that during the Class Period YELP had and followed a policy or
22	practice of not providing notice or warning to Plaintiffs or Class Members that their hardwired
23	landline telephone communications with Defendant's Sales Representatives were to be one-way
24	recorded. Because YELP did not disclose to Plaintiffs and Class Members their calls were being
25	one-way recorded YELP did not obtain, nor could have obtained, express or implied consent to
26	the monitoring and recording of said conversations. As a result Plaintiffs and Class Members had
27	an objectively reasonable expectation of privacy from the surreptitious and covert practice of one-
28	way recording conversations.
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1	46. With respect to outbound calls from Sales Representatives and direct inbound calls
2	to Sales Representatives, YELP has failed to provide even the now common and simple pre-
3	recorded message that such sales calls may be "monitored or recorded for quality assurance
4	purposes". The failure to provide such warnings or actual live notice that such conversations may
5	be monitored and recorded provided the Plaintiffs and Class Members the reasonable expectation
6	that such conversations were private, confidential and not being monitored and recorded. The
7	failure of such warnings would provide a reasonable person the belief and security that their
8	discussions were not being recorded and they could discuss confidential financial or personal
9	information that they would not normally want eavesdropped on and recorded. As the California
10	Supreme Court has stated, " in light of the circumstances that California consumers are
11	accustomed to being informed at the outset of a telephone call wherever a business entity intends
12	to record the call, it appears equally plausible that, in the absence of such an advisement, a
13	California consumer reasonably would anticipate that such a telephone call is not being recorded,
14	particularly in view of the strong privacy interest most persons have with regard to personal
15	financial information frequently disclosed in such calls." (Kearney v. Salomon Smith Barney
16	(2006) 39 Cal. 4 th 95.)
17	47. YELP's conduct as described herein violated California Penal Code § 632. Under
18	Penal Code §637.2 Plaintiffs and Class Members are therefore entitled to \$5,000 in statutory
19	damages per violation, even in the absence of proof of actual damages, the amount deemed proper
20	by the California Legislature. Plaintiffs and Class Members are also entitled to injunctive relief
21	to enjoin further violations.
22	PRAYER FOR RELIEF
23	WHEREFORE, Plaintiffs, on behalf of themselves and the Proposed Class, pray for
24	judgment and the following specific relief against Defendants, jointly and separately as follows:
25	A. That the Court determine and order that this action may be maintained and
26	certified as a class action under California Code of Civil Procedure § 382;
27	B. That the Court order Plaintiffs appointed as representatives of the Class and
28	appoint counsel for Plaintiffs as class counsel;
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1	C. An order declaring that Defendant's actions, as described herein, violate
2	California Penal Code §§ 631, 632, 632.7;
3	D. A judgment for an award of statutory damages to Plaintiffs and Class
4	Members for each violation pursuant to California Penal Code § 637.2;
5	E. A permanent injunction under Penal Code § 637.2 enjoining Defendant
6	from engaging in further conduct in violation of California Penal Code § 630, et seq.;
7	F. That Plaintiffs, the Class Members, and represented parties be awarded
8	reasonable attorneys' fees and costs pursuant to, Code of Civil Procedure § 1021.5, and/or other
9	applicable law;
10	G. An award of pre and post-judgment interest to extent allowed by law, and
11	H. For such other and further relief as this Court may deem appropriate.
12	
13	Dated: August 8, 2022
14	By: Matthew Fisher
15	Matthew H. Fisher DA VEGA FISHER MECHTENBERG, LLP
16	DA VEGA FISHER MECHTENBERG, LLP Attorneys for the Plaintiffs and the Proposed Class
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	-16- FIRST AMENDED CLASS ACTION COMPLAINT
I	FIRST AMENDED CLASS ACTION COMPLAINT

3 by jury for all issues so triable. 4 5 5 Dated: August 8, 2022 6 By: Matthew Fisher DA VEGA FISHER MECHTENBERG, LLP 8 Attorneys for the Plaintiffs and the Proposed Class 9 Attorneys for the Plaintiffs and the Proposed Class 10 Image: State St		
3 by jury for all issues so triable. 4 5 5 Dated: August 8, 2022 6 By: Matthew Fisher DA VEGA FISHER MECHTENBERG, LLP 8 Attorneys for the Plaintiffs and the Proposed Class 9 Attorneys for the Plaintiffs and the Proposed Class 10 Image: State St	1	DEMAND FOR JURY TRIAL
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5 Dated: August 8, 2022 6 By: Matthew Fisher 7 Mathew H. Fisher 9 A VEGA FISHER MECHTENBERG, LLP 10 Attorneys for the Plaintiffs and the Proposed Class 10 Attorneys for the Plaintiffs and the Proposed Class 11 Attorneys for the Plaintiffs and the Proposed Class 12 Attorneys for the Plaintiffs and the Proposed Class 13 Attorneys for the Plaintiffs and the Proposed Class 14 Attorneys for the Plaintiffs and the Proposed Class 15 Attorneys for the Plaintiffs and the Proposed Class 16 Attorneys for the Plaintiffs and the Proposed Class 17 Attorneys for the Plaintiffs and the Proposed Class 18 Attorneys for the Plaintiffs and the Proposed Class 19 Attorneys for the Plaintiffs and the Proposed Class 10 Attorneys for the Plaintiffs and the Proposed Class 11 Attorneys for the Plaintiffs and the Proposed Class 12 Attorneys for the Plaintiffs and the Proposed Class 13 Attorneys for the Plaintiffs and the Proposed Class 14 Attorneys for the Plaintiffs and the Proposed Class 15 Attorneys for the Plaintiffs and the	3	by jury for all issues so triable.
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FIRST AMENDED CLASS ACTION COMPLAINT		-1/- FIRST AMENDED CLASS ACTION COMPLAINT

Gruber v. Yelp, et al.		SFSC Case No. CGC 16-55478
	PROOF OF SERVICE	
I am employed in the County of Lo		
party to the within action; and my b Glendale, California 91202.	lenoaks Boulevard, Suite 300,	
On August 8, 2022, I served the document(s) described as		
FIRST AMENDED CLASS ACTION COMPLAINT FOR DAMAGES AND INJUNCTIVE RELIEF		
on the party (or parties) in this actio	on by delivering a true copy (or	copies) addressed as follows:
Brian A. Sutherland Christine M. Morgan Chris J. Pulido REED SMITH LLP 101 Second Street, Ste 1800	Matthew S. Da Vega Matthew H. Fisher DA VEGA FISHER MECHTENBERG LLP	Zareh A. Jaltorossian KP LAW 150 East Colorado Blvd. Suite 206
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QLa@reedsmith.comCMosqueda@ReedSmith.comAttorney(s) for Defendant Yelp,Inc.	Attorney(s) For Plaintiff Eric Gruber	Attorney For Plaintiff Eric Gruber
YYY BY ELECTRONIC MAIL		
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