Cas	3:19-cv-00929-JLS-BLM	Document 1	Filed 05/17/19	PageID.1	Page 1 of 9					
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12	UNITED STATES DISTRICT COURT									
13	SOUTHERN DISTRICT CALIFORNIA									
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16	Antonia Burrell, on beha the General Public, and a	If of herself, all others	CASE N	O.: <u>'19CV</u>	929 JLS BLM					
17	similarly situated,		<u>CLASS</u>	<u>ACTION</u>						
18	Plaintiff,		COMPL	AINT FO	R CALIFORNIA					
19	V.	, a Virginia NORTH , LLC, a	CIVIL C	TIONS OF CALIFORNIA CODE SECTION 1747.08 BEVERLY CREDIT ACT OF 1971]						
20	IKEA US RETAIL LLC Corporation, and IKEA MERICA SERVICES, Virginia Corporation,		CARD A							
21	Defendant.									
22	Defendant.									
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	COMPLAINT									

I. INTRODUCTION

- 1. California Civil Code section 1747.08 generally states that when a merchant is engaged in a retail transaction with a customer, the merchant may not request personal identification information from a customer paying for goods with a credit card, and then record that personal identification information upon the credit card transaction form or otherwise.¹
- 2. Defendants Ikea US Retail Services LLC and Ikea North America Services LLC (hereinafter, "Defendants" or "IKEA") operate retail stores in California and is engaging in a pattern of unlawful and deceptive business practices by utilizing a policy whereby IKEA's employees request and record personal identification information (i.e. zip codes) and credit card numbers from customers using credit cards at the point-of-sale in Defendant's retail establishments.
- 3. On information and belief, IKEA uses the zip codes for marketing purposes since credit card companies do not require zip codes or any other personal identification information to complete in-person credit card transactions. and the zip codes and credit card numbers are accessible to IKEA's employees and lack proper security and safeguards.

¹ California Civil Code section 1747.08 states in relevant part:

[&]quot;(a) Except as provided is subdivision (c), no person, firm, partnership, association, or corporation that accepts credit cards for the transaction of business shall do any of the following:

⁽¹⁾ Request, or require as a condition to accepting the credit card as payment in full or in party for goods or services, the cardholder to write any personal identification information upon the credit card transaction form or otherwise.

⁽²⁾ Request, or require as a condition to accepting the credit card as payment in full or in party for goods or services, the cardholder to provide personal identification information, which the person, firm, partnership, association, or corporation accepting the credit card writes, causes to be written, or otherwise records upon the credit card transaction form or otherwise.

⁽³⁾ Utilize, in any credit card transaction, a credit card form which contains preprinted spaces specifically designated for filling in any personal identification information of the cardholder.

⁽b) For purposes of this section "personal identification information" means information concerning the cardholder, other than information set forth on the credit card, and including, but not limited to, the cardholder's address and telephone number."

- **4.** In addition, IKEA requires customers to verbally provide their zip codes, which further enhances the likelihood of identify theft and credit card fraud.
- 5. This action arises from IKEA's violations of California Civil Code section 1747.08, by and through IKEA's policy of practice of requesting and recording Plaintiff's and putative class members' zip codes in conjunction with credit card transactions during the point-of-sale process at IKEA's retail establishments, during the period of time beginning one year prior to the filing of this Complaint and continuing through the present (herein referred to as the "Liability Period" or "Class Period"), when such information is not required for a special purpose incidental but related to the individual credit card transaction, including, but not limited to, information relating to shipping, delivery, servicing, or installation of the proposed merchandise, or for special orders.
- 6. Plaintiff does not seek any relief greater than or different from the relief sought for the class of which Plaintiff is a member. If successful, this action will enforce an important right affecting the public interest and will confer a significant benefit, whether pecuniary or non-pecuniary, on a large class of persons. Private enforcement is necessary and avoids placing a disproportionate financial burden on Plaintiff in relation to Plaintiff's stake in the matter.

II. JURISDICTION AND VENUE

- 7. This Court has jurisdiction over IKEA pursuant to 28 U.S.C. §§ 1332(d), 1453, and 1711-1715, the Class Action Fairness Act of 2005, because the amount in controversy exceeds \$5 million and because minimum diversity is met since at least one party is diverse from Beacon.
- **8.** This Court has jurisdiction over IKEA because IKEA intentionally avails itself of the consumer markets within the County of San Diego, State of California, including the City of San Diego.

III. THE PARTIES

9. Plaintiff, Antonia Burrell, is a consumer who, during the Liability

- Period, entered into retail purchase transaction at Defendant's store in California, with a personal credit card, and was requested to provide her zip code in conjunction with the credit card transaction by Defendant's cashier at the point of sale. Her transaction did not involving shipping, delivery, servicing, installation or a special order; instead the transaction involved a "take away" or "take with" item sold by Defendant. Plaintiff provided her zip code, which the clerk recorded into Defendant's electronic database at the point of sale.
- **10.** IKEA sells products within California and accepts credit cards as a payment option for its customers.
- 11. At all times herein mentioned, Defendants, and each of them, was an agent or joint venturer of each of the other Defendants, and in doing the acts alleged herein, were acting within the course and scope of such agency. Each Defendant had actual and/or constructive knowledge of the acts of each of the other Defendant, and ratified, approved, joined in, acquiesced, and/or authorized the wrongful acts of each co-Defendant, and/or retained the benefits of said wrongful acts.
- 12. Defendants, and each of them, aided and abetted, encouraged and rendered substantial assistance to the other Defendant in breaching their obligations to Plaintiff and the class, as alleged herein. In taking action, as particularized herein, to aid and abet and substantially assist the commissions of these wrongful acts and other wrongdoings complained of, each of the Defendants acted with an awareness of his/her/its primary wrongdoing and realized that his/her/its conduct would substantially assist the accomplishment of the wrongful conduct, wrongful goals, and wrongdoing.

IV. CONDUCT GIVING RISE TO THE VIOLATIONS OF LAW

13. As specified above, during the Liability Period, Plaintiff entered into a retail purchase transaction using a personal credit card at an IKEA store in California, which did not involve shipping, delivery, installation or a special order.

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- However, as part of IKEA's policy of collecting personal 14. identification information in conjunction credit card purchase transactions, IKEA's cashier asked Plaintiff for her zip code.
- 15. Believing she was required to comply with the request in order to complete the transaction, Plaintiff provided her zip code and IKEA's cashier recorded it. Plaintiff would not have given her zip code if she had been aware it was not required to complete the transaction.
- Because Plaintiff provided her zip code verbally, she experienced an **16.** actual risk to theft of her personal information. Plaintiff would not have experienced this real risk but for Defendants unlawfully requesting her personal information.
 - 17. IKEA's conduct expressly violated Civil Code section 1747.08(a)(2).
- Section 1747.08(c) provides that the prohibition against requesting 18. and recording personal identification information in connection with credit card transactions does not apply to credit card transactions involving a deposit to secure payment in the event of default, loss, damage, or other similar occurrence; for cash advance transactions; if the retailer is contractually obligated to provide personal identification information in order to complete the credit card transaction or is obligated to collect and record the personal identification information by federal law or regulation; or if personal identification information is required for any special purpose incidental but related to the credit card transaction, such as for information related to shipping, delivery, servicing, installation or for a special order.
- Plaintiff's transactions as alleged herein did not involve any of the **19.** exceptions under Section 1747.08(c).
- Liability under Section 1747.08 is established simply by requesting **20.** and recording personal identification information, which includes zip codes, from a customer paying by credit card. Pineda v. Willaims-Sonoma Stores, Inc., 51

- **21.** There is no exception under Section 1747.08 for marketing or advertising purposes. To the contrary, under Section 1747.08, it is prohibited to request personal identification information, and record it, even if request was made only for marketing and/or advertising purposes. *Florez v. Linens 'N Things*, 108 Cal.App.4th at 451-453.
- **22.** The penalty for violating Section 1747.08 is up to two-hundred fifty dollars (\$250) for the first violation and up to one thousand dollars (\$1,000) for each subsequent violation, to be assessed and collected in a civil action under this statute by, *inter alia*, the person paying with the credit card.

V. PLAINTIFF'S CLASS ACTION ALLEGATIONS

23. This lawsuit is brought on behalf of an ascertainable statewide class, pursuant to Federal Rule of Civil Procedure 23, consisting of:

All Ikea customers who were requested or required to provide, and did provide and had recorded, their personal identification information (which includes, but is not limited to, a customer's address, ZIP code, telephone number, and/or email address), during a credit card transaction at an Ikea store in California [during the Class Period], and who took all of their purchases with them at the conclusion of the transaction.

- **24.** The members of the class are so numerous that joinder of all members is impractical. While the exact number of class members is unknown to Plaintiff at this time, such information can be ascertained through appropriate discovery, from records maintained by IKEA and its agents.
- 25. A class action is superior to other available methods for the fair and efficient adjudication of this controversy because joinder of all members is impractical, the likelihood of individual class members prosecuting separate claims is remote and individual class members do not have significant interest in individually controlling the prosecution of separate actions. Relief concerning Plaintiff's rights under the laws alleged herein and with respect to the class as a

whole would be appropriate. Plaintiff knows of no difficulty to be encountered in the management of this action that would preclude its maintenance as a class action.

- 26. There is a well-defined community of interest among the members of the class because common questions of law and fact predominate, Plaintiff's claims are typical of the members of the class, and Plaintiff can fairly and adequately represent the interests of the class.
- **27.** Common questions of law and fact exist as to all members of the class and predominate over any questions affecting solely individual members of the class. Among the questions of law and fact common to the class are:
 - **a.** whether each class member engaged in a credit card transaction with IKEA;
 - **b.** whether IKEA requested personal identification information and recorded the personal identification information of the cardholder, in conjunction with credit card transactions with class members;
 - c. whether IKEA's conduction of requesting the cardholder to provide personal identification information in conjunction with certain non-exempt credit card transactions and recording the personal identification information of the cardholder constitutes violations of Section 1747.08;
 - **d.** whether Plaintiff and the class are entitled to civil penalties, and the proper amount of civil penalties to be paid to class members.
- **28.** Plaintiff's claims are typical of those of the other class members because Plaintiff like every other class member, was exposed to virtually identical conduct and its entitled to civil penalties in amounts up to one thousand dollars (\$1,000) per violation pursuant to Section 1747.08(e).

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29. Plaintiff can fairly and adequately represent the interests of the class, plaintiff has no conflicts of interest with other class members, and Plaintiff has retained counsel competent and experiences in class action and civil litigation.

VI. **CLAIM**

VIOLATION OF CALIFORNIA CIVIL CODE § 1747.08 [SONG-BEVERLY CREDIT CARD ACT OF 1971]

- Plaintiff refers to and incorporates by reference each and every 30. paragraph above as though set forth fully herein.
- 1747.08 prohibits any person, firm, 31. Section association, corporation, which accepts credit cards for the transaction of business, from requesting the cardholder to provide personal identification information.
- During credit card transactions between IKEA and its consumers at **32.** California stores during the Liability Period, IKEA's cashiers requested and recorded zip codes from customers using credit cards at the point-of-sale in IKEA's retail establishments during transactions not involving shipping, delivery, servicing or installation of the purchased merchandise, or for special orders.
- It is and was IKEA's routine business to request zip codes from every 33. person who, while using a credit card, purchased any product from any of IKEA's California stores during transactions not involving shipping, delivery, servicing or installation of the purchased merchandise, or for special orders.
- Due to IKEA's violations as set forth herein, Plaintiff and the class are 34. entitled to civil penalties in amounts up to one thousand dollars (\$1,000) per violation pursuant to Section 1747.08(e).

PRAYER FOR RELIEF

- WHEREFORE, PLAINTIFF AND THE PUTATIVE CLASS PRAY for judgment against IKEA as follows:
 - That the Court certifies this as a class action; **35.**
 - For an award to Plaintiff and to each member of the class the civil **36.**

COMPLAINT

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JS 44 (Rev. 02/19)

CIVIL COVER SHEET

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)

I. (a) PLAINTIFFS				DEFENDANTS				
ANTONIA BURRELL				IKEA US RETAIL LLC, a Virginia Corporation, and IKEA NORTH				
(b) County of Residence of First Listed Plaintiff				AMERICA SERVICES, LLC, a Virginia Corporation, County of Residence of First Listed Defendant VIRGINIA				
5 (5) (7)	XCEPT IN U.S. PLAINTIFF CA	ISES)		County of Residence of First Listed Defendant VIHGINIA (IN U.S. PLAINTIFF CASES ONLY)				
				NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED.				
(c) Attorneys (Firm Name, Address, and Telephone Number)				Attorneys (If Known)	'10 <i>C</i> \/020	JLS BLM		
ALISA A. MARTIN, AMAR	, ,				130 4323	JLO DLIVI		
600 WEST BROADWAY,	SUITE 700, SAN DIE	GO, CA 92101						
II. BASIS OF JURISDI	CTION (Place an "X" in O	ne Box Only)	III. CI		RINCIPAL PARTIES	(Place an "X" in One Box for Plaintiff		
☐ 1 U.S. Government	☐ 3 Federal Question	leral Question U.S. Government Not a Party)		(For Diversity Cases Only)		and One Box for Defendant) PTF DEF		
Plaintiff	(U.S. Government)			en of This State	1 ☐ 1 Incorporated or Pr of Business In T			
☐ 2 U.S. Government Defendant	4 Diversity (Indicate Citizenship of Parties in Item III)		Citiz	itizen of Another State				
				Citizen or Subject of a 3 3 Foreign Nation 6 6				
IV. NATURE OF SUIT (Place an "X" in One Box Only) Click here for: Nature of Suit Code Descriptions.								
CONTRACT ☐ 110 Insurance	PERSONAL INJURY	RTS PERSONAL INJUR	200	ORFEITURE/PENALTY 25 Drug Related Seizure	BANKRUPTCY 422 Appeal 28 USC 158	OTHER STATUTES ☐ 375 False Claims Act		
☐ 120 Marine ☐ 130 Miller Act	☐ 310 Airplane ☐ 315 Airplane Product	☐ 365 Personal Injury - Product Liability	□ 69	of Property 21 USC 881 90 Other	423 Withdrawal 28 USC 157	☐ 376 Qui Tam (31 USC 3729(a))		
☐ 140 Negotiable Instrument☐ 150 Recovery of Overpayment☐	Liability 320 Assault, Libel &	☐ 367 Health Care/ Pharmaceutical			PROPERTY RIGHTS	☐ 400 State Reapportionment ☐ 410 Antitrust		
& Enforcement of Judgment	Slander	Personal Injury			☐ 820 Copyrights	☐ 430 Banks and Banking		
 ☐ 151 Medicare Act ☐ 152 Recovery of Defaulted 	☐ 330 Federal Employers' Liability	Product Liability 368 Asbestos Personal	.		☐ 830 Patent ☐ 835 Patent - Abbreviated	☐ 450 Commerce ☐ 460 Deportation		
Student Loans (Excludes Veterans)	☐ 340 Marine ☐ 345 Marine Product	Injury Product Liability			New Drug Application ☐ 840 Trademark	☐ 470 Racketeer Influenced and Corrupt Organizations		
☐ 153 Recovery of Overpayment of Veteran's Benefits	Liability ☐ 350 Motor Vehicle	PERSONAL PROPER 370 Other Fraud		LABOR 10 Fair Labor Standards	SOCIAL SECURITY 861 HIA (1395ff)	☐ 480 Consumer Credit ☐ 485 Telephone Consumer		
☐ 160 Stockholders' Suits	☐ 355 Motor Vehicle	☐ 371 Truth in Lending		Act	☐ 862 Black Lung (923)	Protection Act		
☐ 190 Other Contract ☐ 195 Contract Product Liability	Product Liability 360 Other Personal	☐ 380 Other Personal Property Damage	200	20 Labor/Management Relations	□ 863 DIWC/DIWW (405(g)) □ 864 SSID Title XVI	☐ 490 Cable/Sat TV ☐ 850 Securities/Commodities/		
☐ 196 Franchise	Injury 362 Personal Injury -	☐ 385 Property Damage Product Liability		40 Railway Labor Act 51 Family and Medical	□ 865 RSI (405(g))	Exchange 890 Other Statutory Actions		
REAL PROPERTY	Medical Malpractice CIVIL RIGHTS	PRISONER PETITIO	NS II 7	Leave Act 90 Other Labor Litigation	FEDERAL TAX SUITS	☐ 891 Agricultural Acts ☐ 893 Environmental Matters		
☐ 210 Land Condemnation	☐ 440 Other Civil Rights	Habeas Corpus:		91 Employee Retirement	☐ 870 Taxes (U.S. Plaintiff	☐ 895 Freedom of Information		
☐ 220 Foreclosure ☐ 230 Rent Lease & Ejectment	☐ 441 Voting ☐ 442 Employment	☐ 463 Alien Detainee ☐ 510 Motions to Vacate	e	Income Security Act	or Defendant) ☐ 871 IRS—Third Party	Act ☐ 896 Arbitration		
240 Torts to Land245 Tort Product Liability	☐ 443 Housing/ Accommodations	Sentence 530 General			26 USC 7609	☐ 899 Administrative Procedure Act/Review or Appeal of		
☐ 290 All Other Real Property	☐ 445 Amer. w/Disabilities -	☐ 535 Death Penalty Other:		IMMIGRATION		Agency Decision ☐ 950 Constitutionality of		
	Employment 446 Amer. w/Disabilities -	540 Mandamus & Oth		62 Naturalization Application 65 Other Immigration		State Statutes		
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		560 Civil Detainee - Conditions of						
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V. ORIGIN (Place an "X" i ★1 Original □ 2 Re	moved from	Remanded from	□ 4 Reiı	nstated or	erred from	rict		
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	128 U.S.C. 88 133	atute under which you a 2(d), 1453, and 17	re filing ((Do not cite jurisdictional stat	tutes unless diversity):			
VI. CAUSE OF ACTION	Brief description of ca VIOLATION OF C	ause:		<u> </u>				
VII. REQUESTED IN CHECK IF THIS IS A CLASS ACTION DEMAND \$ CHECK YES only if demanded in complaint:								
COMPLAINT: UNDER RULE 23, F.R.Cv.P. Tricarding to Proof JURY DEMAND: X Yes ONO								
VIII. RELATED CASE(S) IF ANY (See instructions): UDGE								
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JS 44 Reverse (Rev. 02/19)

INSTRUCTIONS FOR ATTORNEYS COMPLETING CIVIL COVER SHEET FORM JS 44

Authority For Civil Cover Sheet

The JS 44 civil cover sheet and the information contained herein neither replaces nor supplements the filings and service of pleading or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. Consequently, a civil cover sheet is submitted to the Clerk of Court for each civil complaint filed. The attorney filing a case should complete the form as follows:

- I.(a) Plaintiffs-Defendants. Enter names (last, first, middle initial) of plaintiff and defendant. If the plaintiff or defendant is a government agency, use only the full name or standard abbreviations. If the plaintiff or defendant is an official within a government agency, identify first the agency and then the official, giving both name and title.
 - (b) County of Residence. For each civil case filed, except U.S. plaintiff cases, enter the name of the county where the first listed plaintiff resides at the time of filing. In U.S. plaintiff cases, enter the name of the county in which the first listed defendant resides at the time of filing. (NOTE: In land condemnation cases, the county of residence of the "defendant" is the location of the tract of land involved.)
 - (c) Attorneys. Enter the firm name, address, telephone number, and attorney of record. If there are several attorneys, list them on an attachment, noting in this section "(see attachment)".
- II. Jurisdiction. The basis of jurisdiction is set forth under Rule 8(a), F.R.Cv.P., which requires that jurisdictions be shown in pleadings. Place an "X" in one of the boxes. If there is more than one basis of jurisdiction, precedence is given in the order shown below. United States plaintiff. (1) Jurisdiction based on 28 U.S.C. 1345 and 1348. Suits by agencies and officers of the United States are included here. United States defendant. (2) When the plaintiff is suing the United States, its officers or agencies, place an "X" in this box. Federal question. (3) This refers to suits under 28 U.S.C. 1331, where jurisdiction arises under the Constitution of the United States, an amendment to the Constitution, an act of Congress or a treaty of the United States. In cases where the U.S. is a party, the U.S. plaintiff or defendant code takes precedence, and box 1 or 2 should be marked.

 Diversity of citizenship. (4) This refers to suits under 28 U.S.C. 1332, where parties are citizens of different states. When Box 4 is checked, the citizenship of the different parties must be checked. (See Section III below; NOTE: federal question actions take precedence over diversity cases)
- III. Residence (citizenship) of Principal Parties. This section of the JS 44 is to be completed if diversity of citizenship was indicated above. Mark this section for each principal party.
- IV. Nature of Suit. Place an "X" in the appropriate box. If there are multiple nature of suit codes associated with the case, pick the nature of suit code that is most applicable. Click here for: Nature of Suit Code Descriptions.
- V. Origin. Place an "X" in one of the seven boxes.
 - Original Proceedings. (1) Cases which originate in the United States district courts.
 - Removed from State Court. (2) Proceedings initiated in state courts may be removed to the district courts under Title 28 U.S.C., Section 1441.

 Remanded from Appellate Court. (3) Check this box for cases remanded to the district court for further action. Use the date of remand as the filing date.
 - Reinstated or Reopened. (4) Check this box for cases reinstated or reopened in the district court. Use the reopening date as the filing date. Transferred from Another District. (5) For cases transferred under Title 28 U.S.C. Section 1404(a). Do not use this for within district transfers or multidistrict litigation transfers.
 - Multidistrict Litigation Transfer. (6) Check this box when a multidistrict case is transferred into the district under authority of Title 28 U.S.C. Section 1407.
 - Multidistrict Litigation Direct File. (8) Check this box when a multidistrict case is filed in the same district as the Master MDL docket. PLEASE NOTE THAT THERE IS NOT AN ORIGIN CODE 7. Origin Code 7 was used for historical records and is no longer relevant due to changes in statue.
- VI. Cause of Action. Report the civil statute directly related to the cause of action and give a brief description of the cause. Do not cite jurisdictional statutes unless diversity. Example: U.S. Civil Statute: 47 USC 553 Brief Description: Unauthorized reception of cable service
- VII. Requested in Complaint. Class Action. Place an "X" in this box if you are filing a class action under Rule 23, F.R.Cv.P.

 Demand. In this space enter the actual dollar amount being demanded or indicate other demand, such as a preliminary injunction.

 Jury Demand. Check the appropriate box to indicate whether or not a jury is being demanded.
- VIII. Related Cases. This section of the JS 44 is used to reference related pending cases, if any. If there are related pending cases, insert the docket numbers and the corresponding judge names for such cases.

Date and Attorney Signature. Date and sign the civil cover sheet.

ClassAction.org

This complaint is part of ClassAction.org's searchable class action lawsuit database and can be found in this post: IKEA Illegally Collects Customers' Zip Codes During Credit Card Transactions, Class Action Says