

→ California Consumer Privacy Act (CCPA)

California recently passed a sweeping new privacy law granting consumers more control over their personal information.

The California Consumer Privacy Act—which came into force on January 1, 2020—is one of the most significant regulations overseeing the data-collection practices of companies in the United States. We expect other states to follow California's lead by enacting their own versions of the CCPA.

The CCPA:

- Grants consumers the right to know what data companies are collecting about them, why they are collecting it, and with whom they are sharing it;
- Gives consumers the right to tell companies to delete their data and to not sell or share their data;
- Requires companies to give consumers who opt out of data sharing the same quality of service;
- Makes it more difficult to share or sell data about children younger than 16;
- Makes it easier for consumers to sue companies after a data breach; and
- Gives the state's attorney general more authority to fine companies that don't comply with the new law.

Sheppard Mullin's CCPA Team can tailor a custom compliance program that aligns with your organization's budget and goals. The firm's CCPA team is made up of experienced privacy and data protection attorneys located in California.