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No Delay to Enforcement of the California Consumer Privacy Act (CCPA) Despite COVID-19 Pandemic

Despite COVID-19 bringing many businesses to a grinding halt and pleas by a coalition of companies seeking to delay enforcement of the California Consumer Privacy Act (CCPA), the California Attorney General has announced that enforcement of the CCPA will move full-steam ahead on July 1, 2020. It will retroactively look to businesses' compliance with the law as of January 1, 2020– the date the CCPA went into effect.

With businesses balancing the challenges COVID-19 has presented, and the complex demands placed on them, compliance with the CCPA adds yet another layer of uncertainty. With the final CCPA regulations still pending, there is no clear indication as to what enforcement will look like come July 1, 2020. The best course for companies right now is to stay on top of CCPA developments, make every effort to meet compliance, and record any coronavirus-related enforcement challenges.

During this unusual time, business attorney Catherine Meulemans can help businesses navigate through the challenges presented by the CCPA and COVID-19. She has prepared a Q&A to help companies navigate the ins and outs of the CCPA and inform them of their rights and obligations. She has also presented "The California Consumer Privacy Act: Regulating the Data Gold Rush", which provides an overview of the CCPA, its requirements, implications, and the changes companies must make to the handling of customer data to be compliant under the CCPA.

Related Resources:

- [Preparing for California Consumer Privacy Act \(CCPA\) compliance: A Q&A for Businesses](#)
- ["The California Consumer Privacy Act: Regulating the Data Gold Rush" Presentation Recap](#)

Catherine partners with clients to guide them through unfamiliar situations and helps resolve commercial and business disputes. She works with various corporate entities – franchises, public utilities, real estate companies, insurance companies, municipalities and governmental agencies, start-ups, Fortune 500 corporations, and more – to investigate and resolve multi-party commercial, contract and tort disputes, employment claims, partnership disputes, unfair competition and trade secret claims, and a broad range of real property claims.

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