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The California Consumer Privacy Act (CCPA): Regulating the Data Gold Rush

Recalling the Wild West's gold rush of the 1800s, today's data is gold, and it has businesses rushing to mine, use and sell data, personal information, and consumer habits to profit from data-driven advertising and marketing. On January 1, 2020, the California Consumer Privacy Act (CCPA) entered into application, and California's Attorney General has now stepped in to regulate this rush by expanding consumer rights and requiring companies to be transparent about how they collect, use and disclose personal information.

As they say: As California goes, so goes the country. The Golden State is the largest economy in the US and the 5th largest in the world, meaning the CCPA will have wide-reaching global applications.

This presentation provided by Catherine Meulemans will:

- Provide an overview of the CCPA and how it compares to the EU's GDPR;
- Discuss what this privacy regulation requires, what businesses are regulated, and its implications;
- Understand what changes companies must make to the handling of customer data to be compliant under the CCPA; and
- Learn what penalties might look like as the CCPA moves into enforcement.

[The Presentation PDF is available HERE](#)

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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