

Does CCPA Apply to You? (10 Months to Go)

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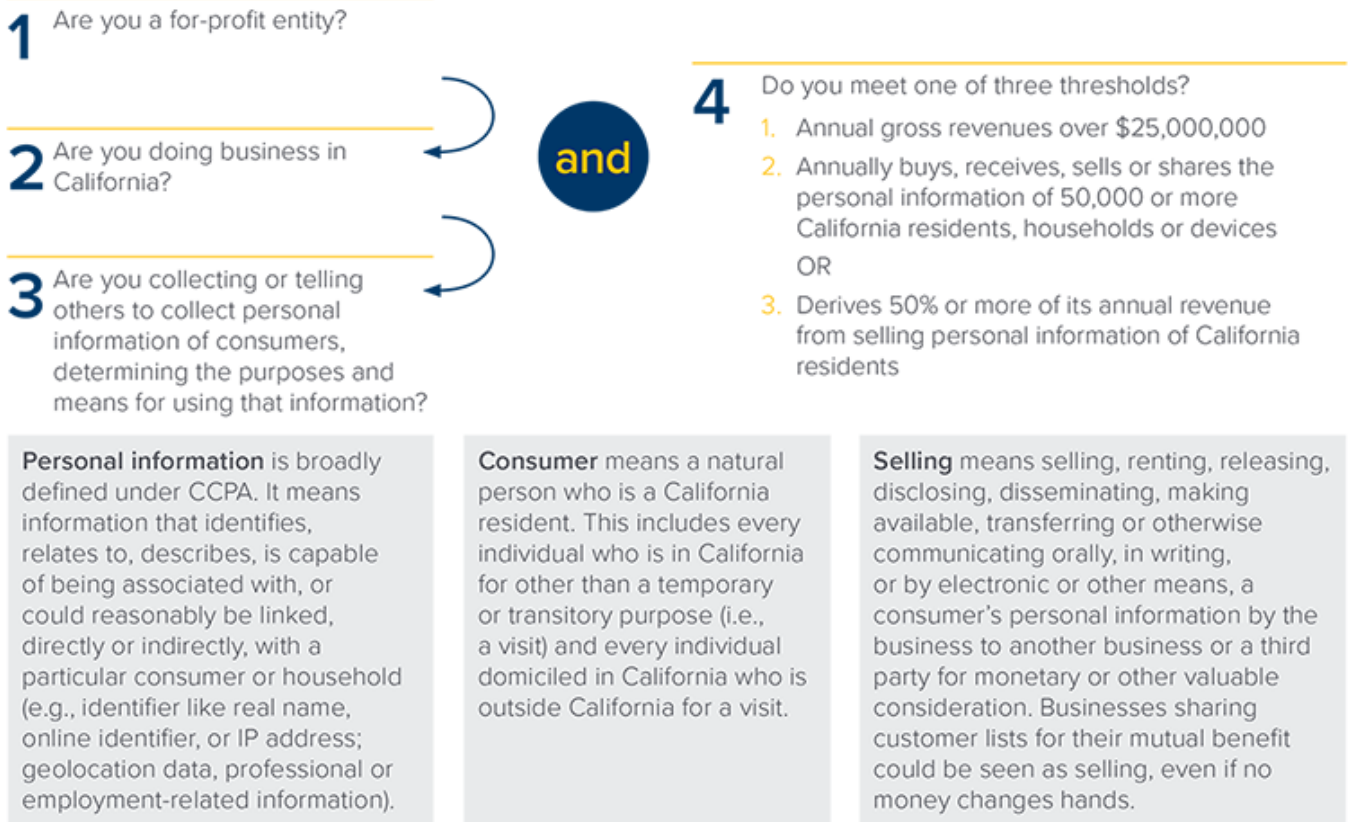
California's Consumer Privacy Act (CCPA) will go into effect on January 1, 2020. CCPA can apply to businesses even if they do not have offices or employees in California. For-profit businesses that collect or use personal information, do business in California, and meet certain thresholds (revenue or data collection) should know their CCPA obligations. The California AG's office is currently working on regulations implementing CCPA and amendments are proposed in California legislature. We will continue to provide updates as the law evolves.

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California's new Consumer Privacy Protection Act ("CCPA") goes into effect January 1, 2020. It can also reach activities conducted outside of California. CCPA breaks new ground in US privacy law, though organizations that are subject to complying with the EU's GDPR may find complying with CCPA less of an adjustment in their data practices.

Businesses collecting and using personal data of California consumers (defined broadly enough to cover consumers, employees, business contacts and others) should know their CCPA obligations. Non-compliant businesses may be subject to up to \$2500 per violation and \$7500 for each intentional violation.

Follow our flowchart to see if CCPA applies to your company



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