CCPA is a California law that applies to companies providing goods or services to California residents. Including:
- Companies outside of California
- Third party vendors
- Entities controlled by or sharing branding with covered entities

CCPA is a comprehensive data privacy law.
- It gives consumers new rights regarding their personal information
- It gives consumers the right to sue a company for a data breach

CCPA takes effect in January 2020.
- Consumers can exercise their rights regarding personal information collected in the prior 12 months

Required regulations to clarify and enforce CCPA have not been enacted.
- Deadline for regulations being drafted by the CA Attorney General is July 1, 2020

CCPA contains a private right of action.
- Up to $750 per individual per incident
- Limited to data breaches

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