

CCPA 411: WHAT IT IS & WHY YOU SHOULD CARE

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
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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
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CCPA takes effect in January 2020.

- Consumers can exercise their rights regarding personal information collected in the prior 12 months
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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
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CCPA contains a private right of action.

- Up to \$750 per individual per incident
- Limited to data breaches