California Consumer Privacy Act of 2018

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CONSUMERS HAVE FOUR MAIN RIGHTS

I. **Right to know** -- what personal information has been collected, businesses must disclose how used

II. **Right to “opt out”** of selling personal info

III. **Right to have business delete** personal info

IV. **Right to receive equal** service and pricing

CALIFORNIA CONSUMER PRIVACY ACT OF 2018
I. For profit businesses that collect and process personal info of Calif. residents, and do business in Calif., and... ann. gr. rev. > $25 million, or collect/disclose info of 50,000+ Calif. residents, or derive 50% of revenues selling that info

II. Calif. Atty. Gen. enforces, $7500 per viol., also private right of action, damages per resident per incident

III. CCPA effective Jan. 1, 2020; AG to write regulations
I. Similar: applies to companies located outside borders

II. Dissimilar: CCPA does not govern data breaches, data security, etc.; CCPA is consumer privacy law

III. Dissimilar: GDPR includes right to be forgotten, rectification, no decisions based on auto processing, etc., uses “opt-in”

IV. But companies will have to comply with both: offer “opt-in” and “opt-out” – challenges for compliance