

# California Privacy Ballot Measure Means New Compliance Hurdles

“California’s new privacy agency means a fresh set of regulatory headaches for tech companies and other businesses operating in California that are already grappling with the state’s landmark 2018 law,” reports Jake Holland in ***Bloomberg Law’s Privacy & Data Security Law News***.

“The new regulator was established with the passage of the Proposition 24 ballot measure on Tuesday to police California’s broad data privacy laws. Companies need to be more diligent about their data retention and sharing practices or risk hefty fines of as much as \$2,500 per violation or \$7,500 per intentional violation.”

“‘The law is chock full of new things,’ said Kristen Mathews, a privacy and data security partner at Morrison & Foerster LLP in New York. ‘Most of the provisions require extra compliance, and it’s a big lift for businesses.’”

***Read the article.***