

# Understanding the New California Consumer Privacy Act

Duane Morris will present a **webinar** titled “Understanding the New California Consumer Privacy Act: Why The CCPA Applies to You and Practical Steps You Can Take Now to Comply.”

The event will be Thursday, May 23, 2019, beginning at 1 p.m. Pacific time.

The firm said the California Consumer Privacy Act (CCPA) of 2018 is the strictest privacy law in the United States and has national impact for anyone doing business in California. The new law takes effect January 1, 2020, and gives consumers greater control over their personal information, including the right to:

- Be informed which categories of their data will be collected by a business before it is collected;
- Opt out of the sale of their personal information;
- Delete their data from a business’ database;
- Be informed of any changes to categories of their data a business collects;
- Know the categories of the third parties with whom their data is being shared;
- Know the categories of sources of information from whom their data is acquired;
- Know the business purpose for collecting their data;
- Be aware of all their data a business has collected (annually and free of charge at the consumer’s request).

Enforcement of the CCPA will be through consumer lawsuits for data breaches, along with enforcement action by the California attorney general, who can impose fines of up to \$2,500 per violation or \$7,500 per intentional violation of the CCPA.

Led by an interdisciplinary team of Duane Morris attorneys, the California Consumer Privacy Act of 2018 Webinar Series offers a discussion and analysis of the CCPA, along with strategies to prepare a business for compliance with this complex rule.

The first session will discuss:

- Understanding the CCPA
- How this law affects your business
- What steps can a business take to ensure compliance?

**Register for the webinar.**