

## → California Consumer Privacy Act (CCPA)

**California recently passed a sweeping new privacy law granting consumers more control over their personal information.**

The California Consumer Privacy Act—which came into force on January 1, 2020—is one of the most significant regulations overseeing the data-collection practices of companies in the United States. We expect other states to follow California's lead by enacting their own versions of the CCPA.

### **The CCPA:**

- Grants consumers the right to know what data companies are collecting about them, why they are collecting it, and with whom they are sharing it;
- Gives consumers the right to tell companies to delete their data and to not sell or share their data;
- Requires companies to give consumers who opt out of data sharing the same quality of service;
- Makes it more difficult to share or sell data about children younger than 16;
- Makes it easier for consumers to sue companies after a data breach; and
- Gives the state's attorney general more authority to fine companies that don't comply with the new law.

**Sheppard Mullin's CCPA Team can tailor a custom compliance program that aligns with your organization's budget and goals. The firm's CCPA team is made up of experienced privacy and data protection attorneys located in California.**