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## ccpa – for ca businesses & beyond

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Webinar

December 4, 2019  
10:00 AM - 10:30 AM (PST)

In June 2018, the California legislature passed and Governor Brown signed into law the California Consumer Privacy Act ("CCPA" or the "Act"), which seeks to give California consumers greater knowledge about the nature and extent of the data collected about them, how it is used and shared by those who possess it, and how the individual consumer can control the use of his/her personal data. The CCPA applies to a vast array of companies, **regardless of where they are located**, and takes effect on January 1, 2020.

The CCPA applies if the company generates \$25 million or more in gross revenue (not California specific) or annually buys, sells, receives or shares (all terms broadly defined) for commercial purposes, the personal information of 50,000 or more consumers, households, or devices; **or** derives 50% or more of its annual revenues from selling consumer personal information. Running afoul of the requirements can lead to enforcement and fines by the Attorney General, along with general civil liability and reputational harm.

During this webinar, MSK Cybersecurity & Privacy Protection attorneys will discuss the criteria, framework, and implications of the CCPA, with an emphasis on how to best implement the requirements and plan for future developments.

Webinar topics include:

- An overview and analysis of the CCPA law and proposed regulations.
- The implications of the mandates and other factors for businesses to consider.
- Best practices that companies should be acting on now, prior to January 1, for compliance.
- The recognition that GDPR compliance is not the same as CCPA compliance (although it helps).

### attorneys

Susan Kohn Ross

### practice areas

cybersecurity and privacy  
regulatory



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