

MEDIA MENTION

Duane Pozza Comments on California State AG's Final Rules for Implementing CCPA

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Duane C. Pozza, partner in Wiley's State Attorneys General and Privacy, Cyber & Data Governance practices, was quoted in a June 12 *Law360* article about the California Attorney General's final regulations for implementing the California Consumer Privacy Act (CCPA).

The rules contain ambiguities that could lead to enforcement battles – and while companies have been required to comply with the CCPA since January 1, they face increased urgency as they prepare for a July 1 enforcement deadline, according to the article.

"Companies that came into compliance with the CCPA on January 1 had to follow what the law's text said, since the regulations weren't final yet, and now companies are going to need to again assess their baseline CCPA compliance and take stock of how they're managing things like consumer requests to evaluate how they've been doing in light of the regulations becoming final," Mr. Pozza said.

To read the article, click here (*Subscription required*).

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Practice Areas

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