



# Is It Still Safe to Give Out Coupons? How to Make Your Loyalty Rewards Program Comply with the California Consumer Privacy Act

Event

3.30.22

10:00 AM — 10:30 AM PDT

The California Attorney General has targeted loyalty rewards programs when he recently announced an “investigative sweep” of a number of businesses operating such programs in potential violation of the California Consumer Privacy Act (“CCPA”). The CCPA currently imposes several requirements on the way businesses collect and use consumer data when offering financial incentives. Such financial incentives include loyalty rewards programs and marketing lists that consumers can sign up for to receive coupons and discounts.

Fisher Phillips attorney Anthony Isola will discuss CCPA rules for loyalty rewards and discount programs, including the requirement for businesses to provide consumers with a Notice of Financial Incentive.

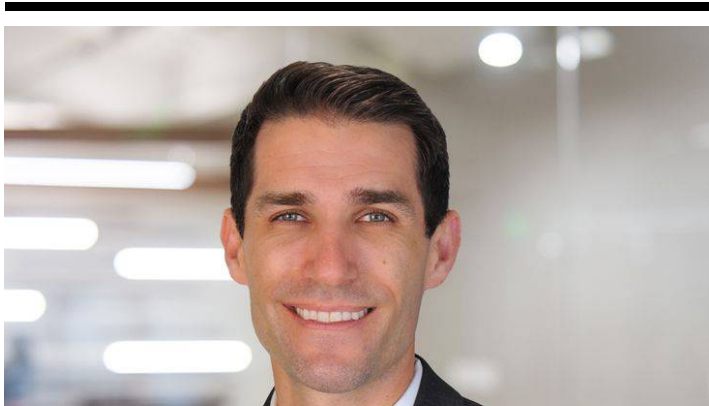
This program has been approved for HRCI and SHRM credit.

If you have any questions, please contact **Jennifer Barry-Smith**.

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## ***Related People***





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