

IS IT STILL SAFE TO GIVE OUT COUPONS? HOW TO MAKE YOUR LOYALTY REWARDS PROGRAM COMPLY WITH THE CALIFORNIA CONSUMER PRIVACY ACT

Event

Mar 30, 2022

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](#).

Fisher Phillips is committed to providing access to all of our e disabled attendees. Automated closed captioning is available on our webinars. For other accommodation inquiries, please give us your business days advance notice prior to the scheduled event by contacting [Jennifer Barry-Smith](#). Thank you.

Related People



Anthony Isola

Partner

415.490.9018

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