



What Businesses Need to Know About the California Consumer Privacy Act

Event

Webinar

6.18.20

10:00 - 11:30am PDT

Join [Usama Kahf](#) and [Lauren Stockunas](#) for an in-depth discussion on the CCPA and how it will affect many businesses that do business in California. This webinar focuses on new California Consumer Privacy Act (CCPA) regulations and the actions businesses must take to be in full compliance. **Enforcement begins July 1, 2020.**

The California Attorney General recently emphasized that he believes privacy is more important now than ever in light of COVID-19 and he fully expects covered businesses to comply with the CCPA. This new law, which has been in effect since January 1, 2020, is one of the most stringent data privacy laws in the country.

If you have a for-profit business that does business in California (including having one or more employees in California) and satisfies 1 of the 3 criteria, this is a law you **MUST** be familiar with.

The 3 criteria are: (1) having gross annual revenue of \$25 million or more; (2) annually receiving, collecting or sharing the personal information of 50,000 or more California residents, households or devices; or (3) deriving more than 50% of your annual revenue from the sale of personal information. Only 1 of these 3 criteria is sufficient to trigger CCPA obligations.

Moderated by Erika Frank, CalChamber Executive Vice President and General Counsel, this presentation covers:

- A quick history of the law and the people who made it happen
- What the law says
- What the law means to you and your business
- Penalties and consequences for noncompliance

Product Features

- Presented by top California employment law experts

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