

Identifying and Addressing Risks Under the California Consumer Privacy Act

AUGUST 1, 2019

The United States privacy regulatory landscape is rapidly changing, with many new and pending laws that strictly regulate the collection, disclosure, and protection of personal information. Perhaps more importantly, many such laws include private rights of action that give consumers the ability to bring class-action complaints to enforce their new privacy rights.

One of the most notable laws to date – the California Consumer Privacy Act (CCPA) – goes into effect on January 1, 2020. The CCPA imposes extensive requirements on information that was largely unregulated in the past, including identifiers as simple as consumer names. In addition, the CCPA's private right of action and statutory damages for data breaches will significantly increase the liability of organizations storing California residents' personal information.

On August 1, 2019, Sean Wieber, Alessandra Swanson, and Eric Shinabarger presented the first webinar in a series that will examine the landscape of “regulated personal information” and provide insights on how to approach the risks presented by these laws. In particular, this webinar included:

- A brief overview of CCPA's requirements
- An in-depth look at CCPA's private right of action
- Potential amendments to the law that may be forthcoming
- High-level recommendations of steps to take now
- An update on CCPA-copycat legislation around the country

[Contact Winston & Strawn for more information about this event.](#)

1 Min Read

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Sean G. Wieber



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