

California publishes privacy law



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- California has issued the California Consumer Protection Act (CCPA) – a new privacy law (America’s first) which is set to come into effect on 1 January 2020.
- The CCPA applies to all for-profit organisations conducting business in California and collecting, sharing or selling data related to Californian consumers.
- The CCPA requires businesses over certain user and revenue thresholds to disclose what personal data they collect, what they intend to use the data for, and any third parties it will be shared with.
- A discrimination-free opt-out to prevent personal data being sold or shared is also required.
- The CCPA defines personal information as information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked (directly or indirectly) with a particular individual or household.
- Personal data may include online identifiers, IP and email addresses, browsing and search histories and location data.
- As with Europe’s GDPR and Bahrain’s PDPL, the CCPA will empower data owners to ask for-profit organisations to disclose what data they collect, request companies to delete data and prevent companies from sharing data with third parties.
- The CCPA includes penalties of up to USD7,500 for intentional violations.
- Individuals can also sue for damages if an organisation is hacked.
- As a strong supporter of California’s privacy law, Microsoft has already announced that it plans to follow the CCPA across all US states where it does business.

Sources: American Bar Association, *Fortune* and *VentureBeat*

Keypoint’s data privacy team has deep data privacy and protection experience, having been engaged on projects related to data classification, end-to-end data process reviews, data life cycles and compliance.

For more details on how data privacy laws might impact your business and how Keypoint can help assess and mitigate that impact, please contact us.