

# The California Consumer Privacy Act: Are You Ready?

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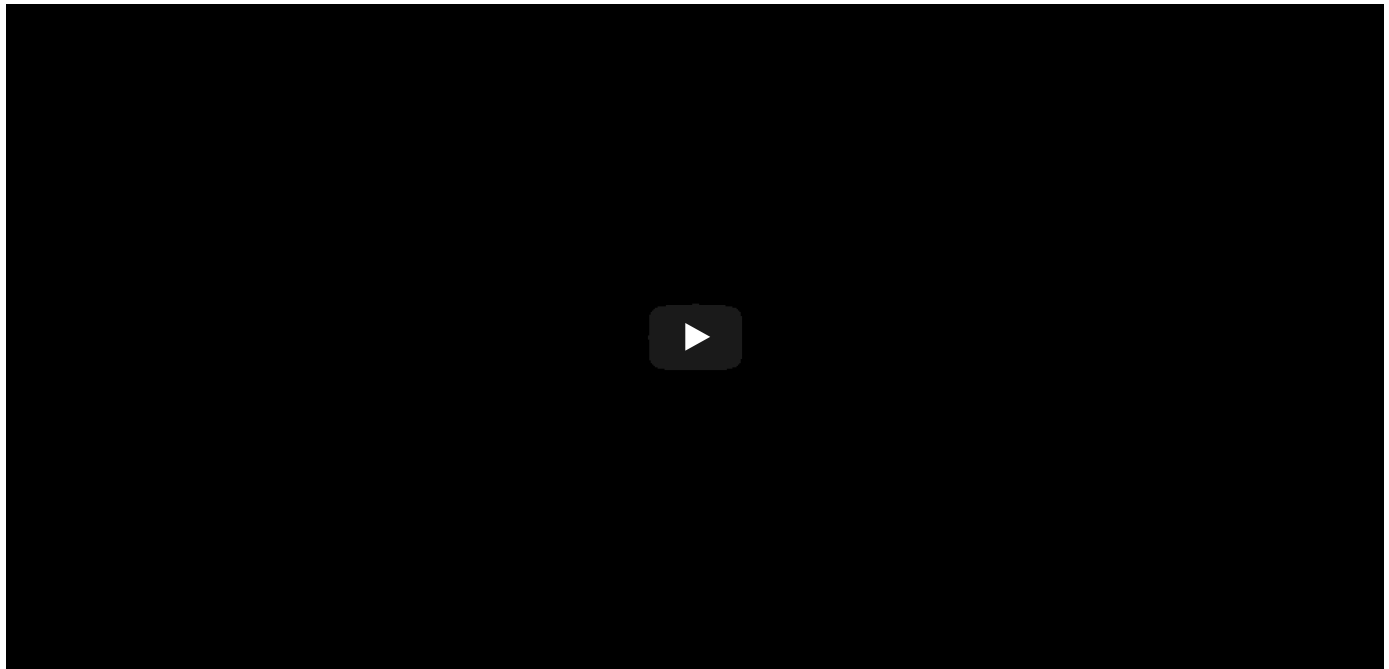
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Is your company ready for CCPA enforcement? Has your company contemplated new mechanisms for data transfers in the wake of the decision in Schrems II invalidating the Privacy Shield? Have you looked globally to new privacy laws in Brazil and changes to privacy laws in Canada? Are you ready for laws emerging at the state-level in the United States, such as the NY SHIELD Act?

For companies subject to the CCPA, the law ushered in numerous obligations regarding personal information. Moreover, because the law contains ambiguities and the Attorney General's implementing regulations remain in draft form, compliance with the CCPA is fraught with uncertainty. And the costs of an error are significant: the CCPA allows the victim of a data breach to sue based on statutory damages alone, and the Attorney General began enforcing the full suite of CCPA obligations on July 1.

The Carlton Fields CCPA Webinar will help you understand the current landscape of the CCPA and other privacy regimes, including the status of the regulations, and anticipated litigation and enforcement priorities. The Webinar also will provide attendees with practical advice and lessons learned from the first eight months following the law's effective date.

