

GUIDE TO THE CALIFORNIA CONSUMER PRIVACY ACT

05.04.2021

Location: Webinar

Seminar Time: 12:05 PM - 12:30 PM PDT

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Jeffrey R. Glassman, Partner in Ervin Cohen & Jessup's Business & Corporate Department, will be a featured speaker at the Information Systems Audit and Control Association's (ISACA) 2021 North American conference on May 4, 2021. His presentation titled, Guide to the California Consumer Privacy Act, will help companies and their clients mitigate legal and reputation risks over failures to address new issues raised by the CCPA.

The CCPA requires businesses to manage and protect personal information collected from consumers in brand new ways that we all need to be aware of, especially third-party service providers like outsourced IT companies. Many companies have overlooked the fact that the CCPA went into effect on January 1, 2020, and the California Attorney General's Office began enforcing it on July 1, 2021, with penalties as much as \$7,500 (or more) per violation.

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Jeffrey has earned the esteemed designation of Certified Information Privacy Professional (CIPP/US) and has spent the last two decades working as a corporate attorney representing entrepreneurs, investors, start-ups, emerging growth and lower middle-market companies. During the dot com boom, Jeffrey was in-house counsel to a software development company in Silicon Valley. While in-house he negotiated complex technology licensing agreements, assisted the sales team with structuring deals, supervised the development and protection of the company's intellectual property ("IP") portfolio, implemented stock options plans and negotiated executive employment packages to recruit high-level talent, managed the company's efforts to comply with complex employment laws and regulations, and helped close a \$35 million round of financing.

PROFESSIONALS

Jeffrey R. Glassman

PRACTICE AREAS

Business, Corporate and Tax