

# BUSINESS GUIDE TO THE CALIFORNIA CONSUMER PRIVACY ACT OF 2018: FIVE STEPS IN PREPARATION FOR COMPLIANCE

08.01.2019

Does your business collect personal information from California residents? A person's name, address, email address, social security number, and driver's license number are all considered personal information. What about digital information? Does your website track consumers' browsing histories, search histories, or their interactions with your website or digital advertisements? How about information related to a consumer's employment history or education? All of the aforementioned are deemed to constitute personal information under the California Consumer Privacy Act of 2018 (CCPA); and if your business collects any of it, you will want to determine whether or not you need to take action.

The CCPA itself is a fairly complex and somewhat convoluted piece of legislation. As a result, we simplified and streamlined it for you. Attached you will find a business guide to the CCPA that includes five simple steps that you and your business can take now in order to prepare for CCPA compliance. The guide will help you determine whether the CCPA applies to your business, provide you with a better understanding of consumer rights under the CCPA, and define your company's obligations thereunder. After reviewing the guide, you will also have a roadmap for creating organization-wide awareness of the CCPA and put yourself in a position to begin formulating an action plan.

The CCPA takes effect on January 1, 2020, so there is still time. But the clock is ticking. ***Click here for your copy of our Business Guide to the CCPA.***

## PROFESSIONALS

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## PRACTICE AREAS

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