



The California Fashion Association is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.

July 6, 2020

'PROTECT YOURSELF' Alert:

California Privacy Law Update —CCPA Enforcement Begins



As previously announced, the California Attorney General's Office ("Cal AG") will begin enforcement of the California Consumer Privacy Act ("CCPA"), which came into effect on July 1st. The Cal AG has announced that, *despite a request by certain industry groups*, there will be no delay in enforcing the CCPA because of the COVID-19 pandemic.

In common with earlier versions of the regulations, the final regulations do not address what constitutes a "sale" of personal information under the law as to which businesses must provide consumers with prominent opt-out rights.

As of July 1, businesses will be subject in enforcement actions by the Cal AG to fines of \$2,500 per violation (\$7,500 for intentional violations) if they do not cure non-compliance within thirty days. The Cal AG may pursue businesses for violations based on conduct prior to July 1, such as a business' failure to provide consumers with the rights provided by the statute.

In light of the impending enforcement of the CCPA and the CPRA's qualification for the November ballot, businesses should review their existing privacy policies and practices to ensure that they comply with the law and continue to be alert to this ever-changing area of law.

For a full analysis of the CCPA regulations and ramifications click here
<https://www.greenbergglusker.com/publications/california-privacy-law-update-ccpa-enforcement-begins-july-1-2020/>

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The CFA was formed to facilitate that service and we are grateful to the many members and non-members alike who have stepped up in support of the country's population in dire stress.

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