

Subject: July 1 CCPA Enforcement Begins This Week

Hi XX,

Enforcement of the California Consumer Privacy Act (CCPA) is only days away and leaders across industries should consider the risks if not found in compliance. The comprehensive privacy law has impacted many business procedures over the past six months including old practices, like incentives and promotions offered to consumers in exchange of data. The California State AG has made it clear that all merchants who conduct business with California consumers must adhere to a new set of legal standards and soon enforcement will be in effect.

“Retailers, or any online company that does business with California residents, need to be aware of the risks of CCPA enforcement,” said Julie O’Neill, partner in Morrison & Foerster’s Global Privacy + Data Security group. “The risk of not complying with CCPA arises regardless of where the company is headquartered or operates, and may extend to your brand’s mobile apps as well.”

Please feel free to use the quotes above in your coverage. If you would like to discuss the topic further, Julie is available for interviews and can discuss the following:

- How to manage confusion presented between previous versions of CCPA and the final proposed regulations, and best practices for testing your compliance.
- The repercussions retailers can anticipate if found not in compliance.
- Potential risks and impacts to anticipate in the first few weeks and months of CCPA enforcement.

Julie advises clients on how to navigate the complex, ever-changing landscape of privacy and consumer protections and is currently assisting clients through the gamut of CCPA compliance considerations.

Please let me know if you would like to connect with Julie for an interview. Thank you for your time.

Best,

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