

Subject: California AG assures CCPA Enforcement, Are Businesses Prepared for Compliance?

Hi XX,

California Attorney General Xavier Becerra released final proposed regulations, for the enforcement of the California Consumer Privacy Act (CCPA). The concrete move makes it clear that the remote working environment due to COVID-19 will not stand in the way of enforcing the state's landmark privacy law and companies will face investigations for CCPA compliance in due time.

"The guessing game is nearly over with the release of final regulations, and businesses need to ensure they are compliant before July 1," says Morrison & Foerster [Global Privacy + Data Security Group](#) co-chair [Miriam Wugmeister](#). "It is best to use the remaining weeks to test your company's privacy practices and ensure that there aren't any missteps."

[Christine Lyon](#), California-based Morrison & Foerster partner in the group, adds: "The California Attorney General can start enforcing the CCPA as of July 1, regardless of whether the regulations have become fully effective and binding by that time. Although companies may have hoped for delayed enforcement, the AG has now reaffirmed the commitment to start enforcing the CCPA as of July 1. As a result, companies can't afford to delay any remaining CCPA compliance efforts."

Please feel free to use the quotes above in your coverage. If you would like to discuss the topic further, Miriam and Christine are 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 businesses can anticipate if found not in compliance.
- Potential risks and impacts to anticipate in the first few weeks and months of CCPA enforcement.

Both attorneys advise some of the world's largest and best-known global enterprises and are currently assisting clients through the gamut of CCPA compliance considerations.

Please let me know if you would like to connect with Miriam and/or Christine for an interview or possible publishing opportunities. Thank you for your time.

Best,

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