

In the News

Practising Law Institute: Voter-Approved Privacy Law Could Mean Big Changes for Big Tech

December 4, 2020



RELATED PROFESSIONALS

Randall W. Edwards

San Francisco
D: +1-415-984-8716

Scott W. Pink

Silicon Valley
D: +1-650-473-2629

Aleksander (Sasha) Danielyan

Silicon Valley
D: +1-650-473-2653

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Practising Law Institute featured an alert co-authored by O'Melveny partner Randy Edwards, special counsel Scott Pink, and staff attorney Aleksander Danielyan detailing the newly approved California Privacy Rights Act and its potential impact on the technology industry.

“The California Privacy Rights Act (CPRA), which voters approved on Tuesday, November 3, could have profound consequences for data-dependent businesses, changing how businesses collect, share, and sell California consumers’ personal information and establishing a new watchdog for consumer privacy in California,” the authors write. “Although the CPRA does not take effect until January 1, 2023, covered businesses should begin now to evaluate the significant changes that the law brings.”

The authors outline the significant changes the CPRA makes to the existing California Consumer Privacy Act (CCPA), including creating a first-of-its-kind state data-protection agency, adding new consumer rights to control use and sharing of information, creating new retention obligations, increasing penalties for violating rights of minors, and clarifying the roles and responsibilities of contractors and service providers. “It also includes some provisions favorable to businesses, such as extending the employee and business-to-business exemptions under the CCPA to January 1, 2023 and expanding the definition of what is publicly available information exempt from the law,” they add.

The full alert can be found [here](#).