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Law360: Why Businesses Shouldn't Sleep On Nev.'s Privacy Law

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Nevada's new privacy law and California's landmark Consumer Privacy Act are both set to take effect January 1, 2020. The Nevada law, which allows residents to opt out of the sale of their data, isn't garnering as much attention as California's broader looming privacy rules, but attorneys say the risk of regulatory enforcement — including for future data sales — should encourage companies to keep the regulation on their radar.

“Attorney General enforcement is the main practical risk, and we'll have to wait and see how aggressive the regulator is going to be and whether it has the resources to pursue these actions,” said O'Melveny special counsel Scott Pink. “But I'd imagine companies that are subject to the law would want to be viewed as doing their best to be on the right side of it.”