



# What is the CCPA and what are the implications for your business?

The passage of the **California Consumer Privacy Act (CCPA)** is a seismic event in U.S. data privacy law. It is an expansive, rights-based approach to privacy with national and international ramifications that will serve as a benchmark for other states crafting legislation around consumer rights.

Companies that have already done the work to become GDPR-compliant are a step ahead, but all companies that collect users' personal information and do business in California should check to see whether they are obligated to comply with the CCPA.

Founded in 2008, Foley Hoag's Privacy & Data Security practice group has more than a decade of experience and deep knowledge in domestic and international privacy law. Our team, with lawyers admitted to practice in California, New York and Massachusetts, offers practical, solutions-oriented counsel. From understanding how the law applies to your business to implementing operational changes and updating privacy policies, our attorneys can help companies of all sizes and industries navigate sweeping regulatory changes like the CCPA.

The time for compliance is now. The CCPA takes effect January 1, 2020 and includes a lookback period, making it critical that business leaders understand their data practices in the 12 months leading up to the effective date. **Let Foley Hoag's experienced and dedicated Privacy & Data Security team assist you in preparing for the CCPA.**

## CCPA Compliance Team



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