
Key Provisions of the California Consumer Privacy Act of 2018

JULY 3, 2018

On June 28, 2018, California enacted the California Consumer Privacy Act of 2018 (CCPA), a sweeping privacy law that provides consumers with broad notice, access, and deletion rights concerning many types of personal information, permits consumers to opt-out of the sale of their personal information, and provides consumers a new private right of action following data breaches in certain circumstances, with statutory damages per consumer, per incident available. The law, introduced and passed within a week in order to head off an even stronger ballot initiative, takes effect on January 1, 2020, and applies to the hundreds of thousands of businesses above certain size thresholds that do business in California and that collect, sell, or disclose for business purposes consumers' personal information.

The CCPA's key provisions are outlined in our "[California Enacts Sweeping Consumer Privacy Law](#)" client alert.