

California Consumer Privacy Act Enforcement Series

WRITTEN BY

Sadia Mirza | Ronald I. Raether Jr. | Ashley L. Taylor, Jr. | Lauren H. Geiser | Edgar Vargas | Wynter L. Deagle | Oscar A. Figueroa | Anne-Marie Dao | Brett A. Dorman | Sharon R. Klein | Alex C. Nisenbaum

Enforcement of the California Consumer Privacy Act (CCPA) began July 1, 2020. Our privacy team at Troutman Pepper includes several attorneys who have worked in an attorney general's office. This privacy regulatory team has identified six areas of enforcement likely to catch the California Office of the Attorney General's (OAG) attention, which arguably holds sole regulatory enforcement authority under the Act. This six-part series focuses on those areas of the law. Building on the experience of advising clients on the CCPA since its passage, our privacy compliance team also discusses discrete strategies to minimize enforcement risk and bolster compliance efforts. Our entire series is available below:

- Enforcement Area No. 1: The Infamous “Do-Not-Sell” Button
July 14, 2020. Available: [here](#)
- Enforcement Area No. 2: Treating the CCPA Like a Check-the-Box Exercise
July 20, 2020. Available: [here](#)
- Enforcement Area No. 3: Service Providers
July 27, 2020. Available: [here](#)
- Enforcement Area No. 4: Businesses Collecting Children’s Personal Information and Health Related Data
August 3, 2020. Available: [here](#)
- Enforcement Area No. 5: Failing to Provide Adequate Notice at Collection
August 10, 2020. Available: [here](#)
- Enforcement Area No. 6: OAG’s Reaction to CPRA Referendum
August 17, 2020. Available: [here](#)
- The attorneys presented a webinar entitled, “Strategies to Prepare for Six Potential Target Areas of CCPA Enforcement by the CA Attorney General,” on August 19, 2020 that focused on the six areas of enforcement.

To view the recording, please register [here](#).

Full series, Available: [here](#)

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