

# California Privacy Rights Act Series

## WRITTEN BY

Ronald Raether, Jr. | James Koenig | Joshua D. Davey | Kim Phan | Sadia Mirza | Edgar Vargas | Daniel Waltz | Kamran Salour | Robyn W. Lin | Mary Kate Kamka | Whitney L. Shephard | Gerar Mazarakis | Graham T. Dean | Lissette Payne | Jonathan "Grady" Howe

---

California was the first state to enact a comprehensive state privacy bill with the California Consumer Privacy Act of 2018 (CCPA). Although the CCPA went into effect on January 1, 2020, it was significantly overhauled during California's November 2020 general election, when the California Privacy Rights Act of 2020 (CPRA or Act) was adopted.

The CPRA amends the CCPA in several ways, including modifying the thresholds for what qualifies as regulated "business;" introducing new consumer rights and data processing obligations; and creating the first state agency dedicated to enforcing privacy laws — the California Privacy Protections Agency (Agency). The CPRA also largely moves the California privacy law closer to the direction of the EU General Data Protection Regulation, which is a trend we see with the passage of new state privacy laws in Colorado, Virginia, and Utah.

This five-part CPRA series published in the *Daily Journal* is intended to provide a detailed overview of the Act, and how it compares to its predecessor — the CCPA. The series is divided into the following:

1. [Introduction and Overview](#)
2. [Consumer Rights](#)
3. [Notice and Disclosure Obligations](#)
4. [Data Processing Obligations](#)
5. [Litigation and Enforcement](#)

---

The attorneys presented a webinar entitled, "[Navigating the Critical Differences Between the CCPA and the CPRA](#)," on May 26, 2022 that summarized the series and discussed the major action items companies have to start implementing now to be prepared by January 1, 2023, the CPRA effective date. [Access the recording here.](#)

---

## RELATED INDUSTRIES + PRACTICES

- [Data + Privacy](#)
- [Privacy + Cyber](#)