

Press Coverage | October 5, 2022

Calif.'s Novel Privacy Moves May Dim Federal Law's Chances

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[Sadia Mirza](#)

Sadia Mirza, a partner in Troutman Pepper's Privacy + Cyber Practice Group, was quoted in the October 5, 2022 *Law360* article, "[Calif.'s Novel Privacy Moves May Dim Federal Law's Chances.](#)"

Many companies did build a compliance program expecting to remain exempt or built a limited program not considering these data sets to be in scope when developing their [California Consumer Privacy Act] programs. Therefore, they may not know, for example, what information they collect, how they use it, and with whom they share it.

The Sephora action clarified that the California attorney general interprets the CCPA as requiring businesses to treat opt-out requests made by user-enabled global privacy controls the same as requests made by users who have clicked the 'Do Not Sell My Personal Information' link. How come? Likely because the AG believes that this reduces the number of steps consumers have to take to exercise their rights.

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