

Press Coverage | July 10, 2026

CCPA Private Right of Action May Be Broader Than Expected, but Key Issue Lingers

RELATED PROFESSIONALS

[Dustin L. Taylor](#)

[Dustin Taylor](#), an attorney in Troutman Pepper Locke's [Privacy + Cyber](#) practice group, was quoted in the July 10, 2026 *MLex* article, "[CCPA Private Right of Action May Be Broader Than Expected, but Key Issue Lingers.](#)"

Dustin Taylor, a privacy litigator with Troutman Pepper Locke, told *MLex* it's not just about whether information was disclosed without consent, but the type of information that actually got out.

"It's the big issue the courts are not really resolving," he said. "They're just saying 'personal information' without looking at whether it fits the statutory definition."

...

Still, Taylor said his clients have already received a flood of demand letters from CCPA plaintiffs who cite PHH Mortgage and Capital One, capitalizing on the early rulings in these frontier cases before courts have had enough time to develop countervailing authority limiting their reach. He said this could lead to more lawsuits as well.

"This is something that we're watching for," he said. "In the next few months, are we going to see a huge uptick in complaints filed, not just demand letters, but complaints, where there's allegations that the use of ad tech violates the CCPA and cites to PHH Mortgage and Capital One?"

RELATED INDUSTRIES + PRACTICES

- [Privacy + Cyber](#)