

CPRA Series: Part Five – Litigation and Enforcement

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As discussed in the previous installments of our series on the California Privacy Rights Act of 2020 (CPRA or the Act), the CPRA is leading the charge in how many regulators and companies address privacy, creating new consumer rights and imposing new obligations on businesses covered by the Act. Along with these new rights and obligations come new enforcement mechanisms – including the creation of the California Privacy Protection Agency (the Agency) – the first regulatory agency in the United States dedicated to consumer privacy issues – and the expansion of private enforcement through litigation. Although the CPRA’s substantive provisions go into effect on Jan. 1, 2023, the Act contains a “lookback” provision to Jan. 1, 2022, which means that companies must be prepared for potential enforcement activity for the decisions they are making today.

In this fifth and final installment of our series on the CPRA, we provide overview of expected enforcement activity, both by the Agency as well as through a private enforcement. We also provide compliance guidance to businesses that will be governed by the CPRA.

[Read part five of our five-part series on the CPRA in the *Daily Journal*.](#)

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