

CPRA Series: Part Three – Notice and Disclosure Obligations

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As we explained in an earlier installment, most privacy law derive from the Fair Information Practice Principles (FIPPs). The FIPPs provide, in part, that consumers should be given notice of how their information will be used and shared, before their personal information is collected, to allow consumers to make an informed choice.

The California Consumer Privacy Act of 2018 (CCPA) imposes several notice and disclosure obligations on covered businesses. While the California Privacy Rights Act of 2020 (CPRA) did not modify when businesses are required to provide notice, it did make several important changes to the CCPA, which include changes to the following:

- Updates to Notice at Collection
- Updates to Notice of Financial Incentive
- Updates to Privacy Policy
- Disclosure Updates in Response to Requests to Know
- Changes to Opt-Out Preference Signals

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

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