

CALIFORNIA CONSUMER PRIVACY ACT

PLAN NOW FOR CCPA COMPLIANCE

The California Consumer Privacy Act (CCPA) is a critical development in United States privacy law and will significantly impact many companies, irrespective of their location, that collect personal data about California residents. The law, the core of which will go into operation in 2020, creates new rights for California residents and applies to a much broader spectrum of data than is traditionally protected under the existing patchwork of privacy and cybersecurity regulation in the United States. With so much at stake, affected companies will want to take action now to comply with the CCPA.

KEY PROVISIONS OF THE CCPA

- Requires new disclosures about the type of personal information you collect on California residents and how it is used
- Creates California-specific privacy rights, including the right to receive a copy of the personal information you collect and to request that you delete it
- Allows California residents to opt out of some disclosures of personal information to third parties
- In addition to government enforcement, provides California residents with a private right of action related to data breach and statutory damages—per California resident per incident—with the potential to lead to a wave of class-action litigation in California starting in 2020
- Applies to organizations anywhere in the world to the full extent of California's long-arm jurisdictional reach

HOW WE CAN HELP

Ropes & Gray is committed to helping you determine how the CCPA impacts your organization and working with you to adapt your policies and procedures to ensure compliance. Our CCPA offerings include:

- Analyze whether and how the CCPA applies to your organization, including exemptions that may put information outside the scope of the CCPA

- Provide you with the tools and guidance necessary to understand what data you collect, use and disclose
- Prepare your company for potential data breach litigation
- Defend clients in state attorney general investigations
- Defend data breach class actions
- Develop a privacy governance structure tailored to the needs and existing structures of your organization, including conducting a gap analysis with other privacy laws, such as the GDPR, that your organization may already have considered
- Craft new privacy disclosures, internal privacy policies, and playbooks for responding to consumer rights requests
- Review vendor contracts for CCPA compliance
- Provide advice regarding information security and data breach response
- Advise on developments surrounding the CCPA and similar draft laws in other states
- Review insurance policies to identify gaps given the potential liability that could arise from the CCPA
- Assist with in-house training on the CCPA and addressing the law's application to your employees

WHY ROPES & GRAY

Ropes & Gray advises on all aspects of privacy and cybersecurity law, including with respect to data breach response, regulatory investigations, class-action litigation defense, comprehensive privacy and security assessments, global compliance programs support, vendor relationship governance, and corporate transactions.

Drawing on this extensive experience, our team is ready to help organizations in a wide range of business sectors—including financial services, asset management, technology, retail, consumer products, health care and life sciences, manufacturing, food and beverage, media, and energy—understand the key implications of the CCPA and develop a compliance plan. We have an established team focused on assessing CCPA developments for our clients worldwide, including any changes that affect compliance.

GLOBAL CONTACTS

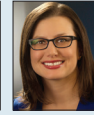
CCPA LEADERSHIP



Edward McNicholas
Partner, Washington, D.C.
edward.mcnicholas@ropesgray.com
+1 202 508 4779



Megan Baca
Partner, Silicon Valley
megan.baca@ropesgray.com
+1 650 617 4057



Anne Johnson Palmer
Partner, San Francisco
anne.johnsonpalmer@ropesgray.com
+1 415 315 6337

FUNDS FOCUS



Melissa Bender
Partner, San Francisco
melissa.bender@ropesgray.com
+1 415 315 6340



Laurel FitzPatrick
Partner, New York
laurel.fitzpatrick@ropesgray.com
+1 212 497 3610



Amanda Persaud
Partner, New York
amanda.persaud@ropesgray.com
+1 212 596 9047



Catherine Skulan
Counsel, San Francisco
catherine.skulan@ropesgray.com
+1 415 315 6387

HEALTH CARE FOCUS



Mark Barnes
Partner, Boston
mark.barnes@ropesgray.com
+1 617 951 7827



Deborah Gersh
Partner, Chicago
deborah.gersh@ropesgray.com
+1 312 845 1307



Timothy McCrystal
Partner, Boston
timothy.mccrystal@ropesgray.com
+1 617 951 7278



David Peloquin
Associate, Boston
david.peloquin@ropesgray.com
+1 617 951 7786

COUNSELING FOCUS



Kevin Angle
Counsel, Boston
kevin.angle@ropesgray.com
+1 617 951 7428



Danielle Bogaards
Associate, San Francisco
danielle.bogaards@ropesgray.com
+1 415 315 1232



Fran Faircloth
Associate, Washington, D.C.
fran.faircloth@ropesgray.com
+1 202 508 4788



Irina Finkel
Associate, New York
irina.finkel@ropesgray.com
+1 212 596 9179



Christy Gately
Associate, San Francisco
christy.gately@ropesgray.com
+1 415 315 1239



Oscar Wang
Associate, Silicon Valley
oscar.wang@ropesgray.com
+1 415 315 1275

GDPR COORDINATION



Rohan Massey
Partner, London
rohan.massey@ropesgray.com
+44 20 3201 1636



Clare Sellars
Counsel, London
clare.sellars@ropesgray.com
+44 20 3847 9036

LITIGATION & ENFORCEMENT FOCUS



Richard Batchelder Jr.
Partner, Boston
richard.batchelder@ropesgray.com
+1 617 951 7515



Eva Carman
Partner, New York
eva.carman@ropesgray.com
+1 212 596 9039



Chong Park
Partner, Washington, D.C.
chong.park@ropesgray.com
+1 202 508 4631



Mark Szpak
Partner, Boston
mark.szpak@ropesgray.com
+1 617 951 7606

IP/DATA TRANSACTIONS FOCUS



Edward Black
Partner, Boston
ed.black@ropesgray.com
+1 617 951 7984



Violetta Kokolus
Partner, New York
violetta.kokolus@ropesgray.com
+1 212 596 9085



Regina Sam Penti
Partner, Boston
regina.penti@ropesgray.com
+1 617 951 7814



Shong Yin
Associate, Silicon Valley
shong.yin@ropesgray.com
+1 650 617 4078