

HUSCH BLACKWELL

California Consumer Privacy Act (CCPA)

Husch Blackwell's privacy and data security team regularly helps clients understand and comply with the CCPA. We help our clients determine if and how the CCPA applies to their businesses and also advise on the CCPA's requirements for providing specific consumer disclosures, its opt-out provision, and responding to verifiable requests from consumers to delete their personal information or to provide the specific pieces of personal information the business has collected on the consumer for the 12-month period prior to the request.

How we can help:



Counsel companies on applicability of CCPA to their business



Advise on the CCPA's requirements for providing specific consumer disclosures and its opt-out provision



Help respond to verifiable requests from consumers regarding personal information



Prepare data inventories



Draft and review online privacy notices to meet disclosure obligations.



Review third-party agreements to ensure compliance with U.S. and international privacy laws



Develop and implement policies, procedures and workflows to handle verifiable requests



Draft security and other data-related policies regarding data classification, third-party vendor management, document retention, BYOD, and incident response



We are closely following the CCPA and other privacy developments on our blog: <https://www.bytebacklaw.com>



CCPA Data Inventory Tool

Inventoried data is a critical first step for businesses seeking to comply with the CCPA. To streamline this effort, we have developed an online Data Inventory Tool to help clients prepare for privacy compliance. To learn more or connect with data privacy counsel, email a request to ccpatool@huschblackwell.com.

Privacy Compliance Experience

- Advising international eye care product distributor with CCPA compliance, including providing data inventory and data mapping services.
- Providing on-demand CCPA guidance to financing subsidiary of national computer technology company.
- Advising regional bank with CCPA compliance including providing data inventory and data mapping services.
- Advising national healthcare product distributor on CCPA compliance, including providing data inventory and data mapping services.
- Counseling multi-state commercial and commerce banking entity on 50-state privacy and cyber-security law analysis as predicate for CCPA-compliance work.
- Counseling international biofuel company on national and international privacy compliance efforts.
- Advised international product manufacturer/distributor on GDPR compliance, including reviewing data inventory, drafting online privacy notices for multiple entities, and drafting inter-company transfer agreements.
- Counseling non-profit on GDPR compliance, including drafting online privacy notice and developing data inventory.
- Serve as outside privacy and cybersecurity counsel for multi-billion dollar public employee retirement association. Projects have included developing internal privacy and compliance policies, handling internal and external breach notification issues, revising online privacy notice and performing table top exercises.
- Serve as outside privacy and cybersecurity counsel for publicly-traded real estate investment trust. Projects have included drafting written information security plan, incident response plan and internal privacy policies.
- Prepared online privacy notices for numerous entities, including product manufacturers/distributors, home warranty sellers, and developers.

Resources

Our team has developed a number of resources to help clients understand the CCPA, including:

CCPA Guidebook – a practical guide to help navigate the CCPA

CCPA v. GDPR Whitepaper – a comparison of notable provisions

Library of CCPA Webinars and On-Demand Recordings:

- CCPA Update: Learn What Bills Passed the California Legislature
- Analyzing the CCPA's GLBA Exemption
- The California Consumer Privacy Act: Everything We Should Know With Six Months to Go
- Complying with the California Consumer Privacy Act

To access these and learn more about our team, please visit www.huschblackwell.com/ccpa.



Husch Blackwell is a proud member of the International Association of Privacy Professionals., the world's largest and most recognized accrediting organization for privacy professionals.

Business is no longer usual. Neither are our solutions.

As a finalist firm in the Changing Lawyer Awards, we know the importance of driving and embracing change to advance organizations, and we're passionate about the use of technology to serve our clients. We're equally passionate about crafting a shared vision with clients—a vision that not only solves problems, but that moves our clients forward.

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