The California Consumer Privacy Act of 2018 and the California Privacy Rights Act of 2020 have changed how businesses approach privacy compliance. The statutes established a comprehensive data privacy regulatory scheme for the first time in the United States. However, that scheme is complex and does not fully comport with privacy-related regulatory schemes outside of the U.S., or privacy-related regulatory schemes that have been subsequently enacted in other states. This reference guide collects more than 50% of the most common questions concerning the CCPA and the CPRA.

The California Consumer Privacy Act, or CCPA, is a law that gives California residents certain rights over their personal data. It went into effect on January 1, 2020. The CCPA provides California residents with the right to know what personal information businesses collect, how it is used, and with whom it is shared. It also gives consumers the right to request that their personal information be deleted and to opt-out of the sale of personal information.

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