

Avoiding CCPA-Related Insurance Gaps

Beginning January 1, 2020, companies doing business in California that meet certain criteria will be subject to a new regulation, as the sweeping California Consumer Privacy Act (CCPA) goes into effect. The CCPA provides extensive protections for consumers with respect to the collection, storage, use and disclosure of a broad swath of personal information. Failure to comply with the act's exacting requirements may expose companies to enforcement action from the state's attorney general or lawsuits from impacted California consumers.

Authors



Selena J. Linde

Partner

SLinde@perkinscoie.com [202.654.6221](tel:202.654.6221)



James M. Davis

Partner

JamesDavis@perkinscoie.com [206.359.3571](tel:206.359.3571)



Bradley Dlatt

Counsel

BDlatt@perkinscoie.com [312.324.8499](tel:312.324.8499)

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