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July 11, 2019

How California's New Privacy Law Impacts Brick-and-Mortar Businesses



Businesses that market and sell to consumers are heavily focused on navigating federal and state legal issues related to advertising, privacy, promotions, products liability, government investigations, unfair competition, class actions and general consumer protection.

The California Consumer Privacy Act (CCPA) has introduced a series of robust obligations for brick and mortar businesses that collect personal information about those consumers, which creates numerous compliance challenges. These businesses - most commonly retailers and the hospitality industry - can minimize legal risk by understanding their data environment and the specific compliance obligations of the company. Join us for *CCPA Week*: A series of webinars hosted by [Perkins Coie's Privacy & Data Security](#) practice focused on getting your business ready to comply with this enigmatic statutory scheme. One webinar, in particular—How California's New Privacy Law Impacts Brick-and-Mortar Businesses—will explore how the CCPA differs from the GDPR and how retailers can leverage existing compliance initiatives and governance programs to prepare for compliance. [Register here](#) for the entire series, or select the brick-and-mortar-specific webinar from the list of topics that will be presented. **How California's New Privacy Law Impacts Brick-and-Mortar Businesses**
Date: Wednesday, July 17, 2019 **Time:** 10:00 a.m. PT | 12:00 p.m. CT | 1:00 p.m. ET

Explore more in

[Consumer Protection](#)