

Cybersecurity, Privacy & Data Protection Alert

Akin Gump
STRAUSS HAUER & FELD LLP

The CCPA is Now in Effect – A Resource Guide

January 3, 2020

2020 is likely to be a critical year for privacy in California, with the California Consumer Privacy Act (CCPA) now in effect and a new ballot measure underway to expand the CCPA. We will be monitoring these developments and posting related content on our [CCPA website page](#) and on our blog, [AG Data Dive](#). To support clients as they assess compliance obligations and risk, we compiled a list of our key CCPA-related articles, alerts and blog posts. Our cybersecurity, privacy and data protection team, including our California privacy lawyers, are ready to assist should you have questions about CCPA-related issues.

- [California Consumer Privacy Act Becomes Effective January 1 – December 31, 2019 \(Client Alert\)](#)
- [Attorney General Hearings on Proposed CCPA Regulations Highlight Continued Concerns – December, 13, 2019 \(AG Data Dive\)](#)
- [What Will California Privacy Law's 'Do Not Sell' Button Look Like? – November 5, 2019 \(Law360\)](#)
- [Issues to Consider When Evaluating Cyber Coverage in Light of the CCPA and Other State Privacy Laws – November 4, 2019 \(AG Data Dive\)](#)
- [A Business Guide to the Draft CCPA Regulations – October 28, 2019 \(Client Alert\)](#)
- [Retail Loyalty Programs Will Survive California Privacy Law – September 26, 2019 \(Law360\)](#)
- [Privacy Activists Pushing a New California Ballot Initiative to Adopt a More Onerous Version of the CCPA – September 25, 2019 \(AG Data Dive\)](#)
- [Taking Stock of CCPA Amendments and Privacy Measures Passed by the California Legislature this Session that Now Await the Governor's Consideration – September 19, 2019 \(The Recorder\)](#)
- [California AG Must Clarify Consumer Privacy Act Right Of Access – September 5, 2019 \(Law360\)](#)
- [Preemption: The Fight for the Supreme Law of the Land – June 18, 2019 \(AG Data Dive\)](#)

Contact Information

If you have any questions regarding this alert, please contact the Akin Gump lawyer with whom you usually work or:

Natasha G. Kohne

Partner

nkohne@akingump.com

San Francisco

+1 415.765.9505

Michelle A. Reed

Partner

mreed@akingump.com

Dallas

+1 214.969.2713

Diana E. Schaffner

Counsel

dschaffner@akingump.com

San Francisco

+1 415.765.9507

- [California Businesses Avoid Privacy Class Action Explosion – May 21, 2019 \(Law360\)](#)
- [California’s Governor Signals Potential Threat to Businesses’ Use of Consumer Data – A New Data Dividend – February 19, 2019 \(Client Alert\)](#)
- [The Significance to Businesses of the California Legislature’s Last Minute Revisions to the 2018 California Consumer Privacy Act – December 28, 2018 \(Privacy & Cybersecurity Law Report\)](#)
- [California Passes Landmark Consumer Privacy CCPA – What It Means for Businesses – July 9, 2018 \(Client Alert\)](#)

akingump.com