

Ad Law Access Podcast – Demystifying the California Privacy Rights Act (CPRA)

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As covered in the blog post "[It's Here: California Voters Approve the CPRA](#)," California voters passed ballot Proposition 24, the California Privacy Rights Act of 2020 ("CPRA") Also known as CCPA 2.0, CPRA brings a number of changes to the CCPA, the majority of which will become operative on January 1, 2023. In addition to revising some of the definitions that are fundamental to commercial relationships under the CCPA (e.g., the definition of "sale" and "service provider"), CPRA provides additional consumer rights, incorporates data minimization and certain other principles from the General Data Protection Regulation, and establishes a new California Privacy Protection Agency, which will become the state's privacy regulator and share enforcement oversight with the State Attorney General's Office.

On this much anticipated episode of the Ad Law Access podcast, [Alysa Hutnik](#) and [Aaron Burstein](#) focus on some overarching CPRA issues and a few particular issues that caught their attention.

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