



# Kelley Drye's Alysa Hutnik Featured in Digiday Article on CCPA

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Partner [Alysa Hutnik](#) was quoted in a recent *Digiday* article detailing California Attorney General Rob Bonta's increasing privacy enforcement when it comes to use of a controversial tool enabling universal opt-out from data collection.

Under the California Consumer Privacy Act (CCPA), companies are required to honor the [Global Privacy Control](#) (GPC) tool as a mechanism for people to opt out from data collection. Enforcement letters have been sent by his office to several companies this month reinforce that message.

In the absence of technical specifications from the AG's office for how companies should honor global privacy opt-out signals, companies remain somewhat confused, said Hutnik. "There's no technical standard for it," she said. For that reason, companies are reluctant to invest in possibly costly technical fixes. Just how expensive implementation of changes are to acknowledge GPC signals seems to vary from publisher to publisher.

"My clients want to comply with the law," said Hutnik. "But it requires a lot of money and investment, and if you're interpreting it wrong and you have to do a 180, it's not a good use of resources or good for consumers. It's confusing."

You can read the full story [here](#). (May require a subscription)