

Ad Law Access Podcast - Operationalizing the California Consumer Privacy Act (CCPA)

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May 26, 2020



CCPA compliance is a cross-functional exercise that requires active participation and buy-in from business units across the organization to tackle data mapping, work flows and employee training. On the latest episode of the Ad Law Access Podcast, former special counsel Tara Marciano and associate [Alexander Schneider](#) discuss the ongoing challenges of operationalizing CCPA compliance focusing broadly on two areas: rights requests and vendor agreements.

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