

## Ad Law Access Podcast -California Privacy Rights Act (CPRA)

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As covered in this blog post, on June 24, 2020, the Secretary of State of California announced that the California Privacy Rights Act (CPRA), had enough votes to be eligible for the November 2020 general election ballot. CPRA is a ballot initiative, which, if adopted, would amend and augment the California Consumer Privacy Act (CCPA) to increase and clarify the privacy rights of California residents. The result is a law that is closer in scope to robust international privacy laws, such as the GDPR.

On the latest episode of the Ad Law Access Podcast, Privacy partner Alysa Hutnik discusses the initial highlights of CPRA and provide some takeaways for you to begin to understand this new California privacy development.

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