

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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