



CONSUMER ATTORNEYS OF CALIFORNIA

Seeking Justice for All

California Consumer Privacy Act signed into law with backing from Consumer Attorneys of California

New data protections – strongest in U.S. – could spread nationwide

SACRAMENTO (June 28, 2018) – California consumers will have unprecedented protection of their personal information under legislation that was passed today by the state Legislature and signed into law by Gov. Jerry Brown.

Assembly Bill 375, authored by Asm. Ed Chau (D-Monterey Park), Sen. Bob Hertzberg (D-Van Nuys) and Sen. Bill Dodd (D-Napa) and known as the California Consumer Privacy Act of 2018, goes well beyond any consumer protections now in federal law. Among other things, the bill gives Californians the right to know what data a business is collecting about them and with what advertisers or others parties they are sharing that data; to demand that all of their personal information held by a business be deleted; and to opt out of having their personal information sold.

The bill empowers California's attorney general to fine companies that fail to maintain adequate security of consumer data. Individual consumers will have the right to sue companies for up to \$750 if there is an unauthorized breach of their personal information that was not encrypted. The personal information covered includes names, email addresses, IP addresses, and internet browsing and search histories.

AB 375 will go into effect Jan. 1, 2020, and may well lead to the voluntary expansion of these protections nationwide so that tech companies won't have to maintain two sets of privacy protections.

Consumer Attorneys of California, representing the interests of California consumers, was among the organizations involved in the negotiations over the final language of AB 375. Details of the bill came together quickly over the past week in order to head off a proposed ballot initiative that would have accomplished many of the same things. The initiative had qualified for this November's election, and today was the deadline for its sponsors to remove it from the ballot.

"California is once again doing what the federal government has failed to do: Leading the nation in protecting consumer data and attacking online piracy," said Consumer Attorneys of California president Lee Harris. "This new law will give consumers maximum control over their sensitive personal information and give the state and its residents recourse if companies fail to follow these common sense rules."

Harris singled out CAOC CEO and Chief Lobbyist Nancy Drabble and Staff Counsel Saveena Takhar for the role they played in the negotiations to protect the rights of Californians.

Consumer Attorneys of California is a professional organization of plaintiffs' attorneys representing consumers seeking accountability against wrongdoers in cases involving personal injury, product liability, environmental degradation and other causes.

For more information:

**J.G. Preston, CAOC Press Secretary, 916-669-7126, jgpreston@caoc.org
Eric Bailey, CAOC Communications Director, 916-669-7122, ebailey@caoc.org**