

## Expansive New California Privacy Measure Cleared for November Ballot

June 25, 2020 | Client Update

While businesses operating in California are still adjusting to the requirements of the California Consumer Privacy Act (CCPA) and are watching for enforcement actions brought by the California Attorney General, as its enforcement powers begin on July 1, an expansive new privacy initiative was certified today by the California Secretary of State to appear on California ballots in the November election.

Today, the California Secretary of State certified that the California Privacy Rights Act (CPRA) had obtained sufficient signatures to qualify as a ballot initiative in California's November 2020 election. The CPRA is intended to replace the CCPA, dramatically expanding privacy protections for consumers and liabilities for businesses subject to the law.

If you have any questions regarding the matters covered in this publication, please reach out to any of the lawyers listed below or your usual Davis Polk contact.

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