

Webcast: Preparing for the California Consumer Privacy Act (CCPA)

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The California Consumer Privacy Act (CCPA) is in effect, and we are already seeing the first class action lawsuits. The Attorney General will also have enforcement power starting July 1, 2020, which is quickly approaching. Given the multitude of health and economic concerns facing all of us in the current environment, CCPA compliance may have fallen to the back burner. To introduce some topics you may not be thinking about, and help you prioritize your next steps in preparation for the AG enforcement date and the expected onslaught of private lawsuits, please join us for a two-hour webinar featuring two programs:

For our first hour, Mark Lyon and Cassandra Gaedt-Sheckter, from our Palo Alto office, will present **CCPA and the Dawn of Enforcement: Regulations, Global Privacy for the Future, and Where We Are Today**, where they will discuss:

- the latest round of the California Attorney General's draft regulations;
- other states' proposals, and how to implement a global privacy policy in light of conflicting, and rapidly changing laws;
- looking forward to compliance in 2021, what you should begin to think about now; and,
- CCPA compliance in light of the COVID-19 pandemic.

For the second hour, Eric Vandavelde and Jeremy Smith, from our Los Angeles office, will present **Cybersecurity and the CCPA: Litigation, "Reasonable" Security, and Crisis Planning**, where they will discuss:

- the first data breach class actions seeking statutory damages of \$750 per person that have already been filed and will present novel legal questions;
- what the statute means by "reasonable" security and what steps can be proactively taken to prove that your organization is in compliance;
- the role of the Attorney General in non-data breach cases; and
- how CCPA and the threat of private and government lawsuits should inform crisis planning and communications with the public.

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PANELISTS:

Mark Lyon
Partner, Gibson Dunn

Eric Vandavelde

Related People

[Eric D. Vandavelde](#)

[Cassandra L. Gaedt-Sheckter](#)

[Jeremy S. Smith](#)

GIBSON DUNN

Partner, Gibson Dunn

Cassandra Gaedt-Sheckter

Associate, Gibson Dunn

Jeremy Smith

Associate, Gibson Dunn

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