

## Report on Supply Chain Compliance Volume 3, Number 22. November 12, 2020 California passes amendments to CCPA

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California passed Proposition 24, which made several changes and updates to the California Consumer Privacy Act (CCPA). Amendments to the original language<sup>[1]</sup> of the law are extensive and include clarifications and changes to all the major privacy rights consumers enjoyed under the initial law. The amendments were submitted by Alastair Mactaggart on Nov. 13, 2019. Mactaggart also submitted a proposal to include data privacy on the state ballot in 2018, which resulted in the California legislature adopting the CCPA later that year.

The changes seek to clarify a number of outstanding issues and, most importantly, create a California Privacy Protection Agency to take charge of data privacy issues. The initial law was unclear regarding enforcement and placed the responsibility solely on the shoulders of the state attorney general. The new language establishes a dedicated agency, explicitly states that consumers have the right to prohibit the sharing of personal data and delineates the rights laid out in the initial law. The measure still leaves the burden of opting out of collection of information on the consumer, which means consumers will have to navigate a web of privacy notices, cookie pop-ups and other spam in order to truly control their data. The amendments also do not give consumers direct rights to sue companies over violations, leaving that to the enforcement agency the amendments created.

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