

Reconciling Blockchain Technology With California Consumer Privacy Act

The California Consumer Privacy Act of 2018 ([CCPA](#)), which goes into effect on Jan. 1, 2020, has signaled a new push in the [United States](#) to strengthen and broaden privacy regulations, similar to the trends seen in the [European Union](#) through the passage and implementation of the General Data Protection Regulation ([GDPR](#)).

The CCPA affords covered consumers new privacy rights not otherwise enjoyed here in the U.S. Under the CCPA, an entity qualifying as a "business" must provide:

1. Abbreviated disclosures regarding the personal information that is collected from or about covered consumers (Cal. Civ. Code § 1798.100).
2. Certain other expanded disclosures regarding personal information collected from or about covered consumers (id. § 1798.110(a)).
3. Disclosures regarding the sale or disclosure of personal information for a business purpose (id. § 1798.115).
4. An opt-out from the "sale" of personal information (id. § 1798.120).
5. An opt-in requirement before selling a minor's personal information (id. § 1798.120(c)).
6. The ability for covered consumers to access and/or delete personal information collected from or about them (id. §§ 1798.105, 1798.100(d)).

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