

Avoiding CCPA-Related Insurance Gaps

Beginning January 1, 2020, companies doing business in California that meet certain criteria will be subject to a new regulation, as the sweeping California Consumer Privacy Act (CCPA) goes into effect. The CCPA provides extensive protections for consumers with respect to the collection, storage, use and disclosure of a broad swath of personal information. Failure to comply with the act's exacting requirements may expose companies to enforcement action from the state's attorney general or lawsuits from impacted California consumers.

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