

## Can California's Privacy Initiative Revitalize U.S.-EU Commerce?

The passage of the California Privacy Rights Act more closely aligns the consumer privacy standards of one of the United States' most economically important jurisdictions with those of the European Union. This may mean closer economic integration is not only possible but likely. The authors of this article discuss the issue. [Read the full article in \*Pratt's Privacy & Cybersecurity Law Report\*.](#)

### Authors



#### [David T. Biderman](#)

Partner

[DBiderman@perkinscoie.com](mailto:DBiderman@perkinscoie.com) [310.788.3220](tel:310.788.3220)



#### [Thomas \(Tommy\) Tobin](#)

Counsel

[TTobin@perkinscoie.com](mailto:TTobin@perkinscoie.com) [206.359.3157](tel:206.359.3157)

### Explore more in

[Privacy & Security](#)