

## CCPA Year-In-Review Ad Tech Executive Roundtable

California was the first state in the country to provide a private cause of action to consumers whose sensitive personal information was exposed by data breaches. Since January 1, 2020, more than 130 cases that cite to the California Consumer Privacy Act have been filed against companies across industries.

Perkins Coie's CCPA Strategic Defense Group has been tracking these actions. This roundtable brought together the heads of litigation, general counsel, and key in-house strategists to take a closer look at the findings—from the hardest hit industries and the courts seeing the most cases, to the most active plaintiffs' firms filing suit. We also provided practical guidance on how companies can mitigate their risk of CCPA-related class action claims.

### Speakers



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