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California Consumer Privacy Act Annotated

Scott W. Pink

As the first law of its kind in the United States, the California Consumer Privacy Act (CCPA) marks a watershed in the history of consumer privacy protections. The CCPA provides individuals general rights of notice, access, and control over their personal information, and requires thousands of businesses to implement new processes for compliance, as well as new approaches to the collection and use of personal information. In writing *California Consumer Privacy Act Annotated*, Scott W. Pink has accomplished the difficult work of analyzing and organizing this complex law into concrete practical components. Mr. Pink is Special Counsel at the law firm of O'Melveny & Myers, where he leads the firm's privacy and cybersecurity practice, as well as its trademark practice. He is a former general counsel for a major media company. With his expertise and background, Mr. Pink's broad perspective uniquely enables him to provide the insight that professionals need in navigating the CCPA.

With incisive discussion, practice tips, and sample forms, *California Consumer Privacy Act Annotated* provides step-by-step guidance through each requirement of the CCPA, including the types of businesses that are subject to the law, the persons that are protected by the law, the personal information that is covered, the information and businesses that are exempt, the rights that California residents can exercise, the obligations of businesses to comply with consumer requests, and the legal remedies provided for non-compliance.

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ABOUT THE AUTHOR

SCOTT W. PINK is Special Counsel at the law firm of O'Melveny & Myers. He heads the firm's privacy and cybersecurity practice as well as its trademark practice. A former general counsel for a major media company, Mr. Pink brings an insider's perspective to his broad-based practice. This unique experience is what has made him the lead outside advertising and marketing counsel to several well-known brands, and a sought-after resource on intellectual property, privacy, and cybersecurity issues.

Mr. Pink has been practicing privacy and cybersecurity law since 2001, when he was appointed chair of the American Bar Association's Business Law Section's Cybersecurity Task Force. Since that time, he has led many privacy and security compliance initiatives worldwide for clients, including California Consumer Privacy Act (CCPA) compliance, General Data Protection Regulation (GDPR) compliance, Health Insurance Portability and Accountability Act (HIPAA) compliance audits, compliance with financial security regulations (New York State Department of Financial Services), and security audits for cryptocurrency and blockchain companies. Mr. Pink is a thought leader on GDPR and CCPA issues, having published numerous articles in the *Cybersecurity Law Report*, speaking at conferences hosted by the International Association of Privacy Professionals, and being featured on the *CBS Sunday Morning Show*, as well as in additional publications such as *Corporate Counsel*, the *Wall Street Journal*, and *Law360*.

Mr. Pink has been recognized by *Best Lawyers*® 2020 for Information Technology Law in Silicon Valley, California; he has been listed in *Best Lawyers*® since 2007. He has also been recognized for Intellectual Property in Northern California by *Super Lawyers*, *San Francisco* and *Law & Politics* magazines.

Thank you for purchasing ***California Consumer Privacy Act Annotated***. If you have questions about this product, or would like information on our other products, please contact customer service at info@pli.edu or at (800) 260-4PLI.