



February 7, 2023

CALIFORNIA PRIVACY RIGHTS ACT REGULATIONS APPROVED BY CPPA

On February 3, 2023, the California Privacy Protection Agency ("CPPA") voted to adopt and approve their most recent rulemaking package involving the California Privacy Rights Act draft regulations. The Rulemaking package includes the final regulations redline to prior draft versions of the regulations, a final statement of reasons and appendices to the final statement of reasons.

Non-substantive changes were made by the CPPA to the draft regulations from the prior version released in November 2022. After the CPPA files the final rulemaking package with the Office of Administrative Law, the Office will have 30 business days to review the final rulemaking package. If approved, the regulation would go into effect July 1, 2023. The CPPA also voted to begin pre-rulemaking public comments on upcoming regulations involving cybersecurity audits, risk assessments and automated decision-making.

We can assist you in preparing to comply with the new regulations. We will also continue to provide periodic updates as the Office of Administrative Law and the CPPA release more information regarding privacy and cybersecurity.

✧ *Elizabeth Anstaett and Nathan D. Copeland*

LOOKING FOR A MARKETING AND PRIVACY COMPLIANCE RESOURCE? We publish an easy-to-use reference, our **MARKETING AND PRIVACY DIGEST**, that compiles the state laws governing financial privacy, fair credit reporting, telemarketing/automatic dialing and announcing devices, telephone monitoring and recording, electronic signatures and restrictions on the use of social security numbers by financial service providers. Creditors, marketers and servicers should find this resource invaluable to marketing and privacy program development and regulatory compliance. **Contact us for details.**

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