



CALIFORNIA GOVERNOR SIGNS DATA BROKER REGISTRATION BILL INTO LAW

The California Governor signed California AB No. 1202 that adds a data broker registration law ("Law") to the California Code of Civil Procedure effective January 1, 2020. The Law requires data brokers to register with the California Attorney General.

The Law defines "data broker" to mean a business that knowingly collects and sells to third parties the personal information of a consumer with whom the business does not have a direct relationship. The term excludes a financial institution to the extent that it is covered by the Gramm Leach Bliley Act.

In May of 2018, Vermont enacted a similar data broker statute that became effective January 1, 2019. The Vermont statute requires data brokers to register with the Vermont Secretary of State and to implement and maintain an information security program to safeguard personally identifiable information the data broker maintains.

The full text of the California and Vermont statutes is available in our firm's Marketing and Privacy Digest. Please do not hesitate to contact us with questions. □

✧ *Elizabeth Anstaett, Mike Tomkies and Lindsay Valentine*

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.**

Darrell L. Dreher
ddreher@dtlaw.com

Elizabeth L. Anstaett
eanstaett@dtlaw.com

Emily C. Cellier
ecellier@dtlaw.com

Susan L. Ostrander
sostrander@dtlaw.com

2750 HUNTINGTON CENTER
41 S. HIGH STREET
COLUMBUS, OHIO 43215
TELEPHONE: (614) 628-8000 FACSIMILE: (614) 628-1600
WWW.DTLAW.COM

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Michael C. Tomkies
mtomkies@dtlaw.com

Susan M. Seaman
sseaman@dtlaw.com

Lindsay P. Valentine
lvalentine@dtlaw.com

Judith M. Scheiderer
jscheiderer@dtlaw.com

Robin R. De Leo
robin@deher-la.com