



March 16, 2021

CALIFORNIA OAL APPROVES THE ADDITIONAL MODIFIED CCPA REGULATIONS

On March 15, 2021, the California Office of Administrative Law approved the third and fourth sets of proposed modifications to the California Consumer Privacy Act ("CCPA") Regulations. See our prior ALERTS dated [Oct. 14, 2020](#) and [Dec. 11, 2020](#) for full details of these proposed modifications. These newly approved regulations are effective immediately.

Among other requirements, these new regulations add the "opt-out button" requirement that a business may use in addition to posting the notice of right to opt-out. You can access the opt-out button by clicking this [link](#).

We routinely advise clients on CCPA compliance issues. If you have any questions, please let us know. ☐

✧ *Elizabeth Anstaett and Lindsay Valentine*

UTAH GOVERNOR SIGNS THE CYBERSECURITY AFFIRMATIVE DEFENSE ACT

On March 11, 2021, the Utah Governor signed the Cybersecurity Affirmative Defense Act. See our prior ALERT dated March 10, 2021 for details of the Act. As previously reported, the Act creates certain affirmative defenses if a person has a written cybersecurity program that contains the elements enumerated in the Act.

The Act takes effect May 5, 2021. The full version of the Act will be added to the Firm's Marketing and Privacy Digest. Please let us know if you have any questions. ☐

✧ *Elizabeth Anstaett 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.**

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