



## CCPA Checklist: Preparing for Final Regulations and Enforcement

While the California Consumer Privacy Act (CCPA) became effective on January 1, 2020, the California Attorney General did not begin enforcing the law until July 1, 2020. (The CCPA's private right of action has already become effective.)

The Attorney General has proposed revisions to the regulations concerning the implementation of the CCPA, which would require companies to revisit and modify their CCPA compliance materials.

If you are covered by the CCPA, you may wish to:

### Reevaluate Your Public CCPA Notices

- The revised draft regulations modify the requirements for “point of collection” notices and make clear that these should be provided in a manner that is adapted to the context in which the consumer’s information is collected and should be designed to ensure that businesses don’t engage in unexpected collection.
- The revised draft regulations also provide businesses additional options for their privacy policies, which may counsel in favor of streamlining changes.

### Operationalize Your “Do Not Sell” Procedures

- The revisions provide an optional model toggle button and warn that opting out must require minimal steps by consumers.

### Revise Procedures for Responding to Consumer Requests

- The revised draft regulations propose several modest modifications to the required procedures for responding to and verifying consumer requests.
- They also modify the obligations to businesses with respect to searching for data.

### Reconsider Requirements for Service Provider Agreements

- Proposed changes to requirements for service providers may change businesses’ considerations of how they interact with service providers and what contractual modifications may be needed to qualify as service providers.

### Ensure Compliant Accessibility Measures

- The revised draft regulations point businesses to the Web Content Accessibility Guidelines, version 2.1 of June 5, 2018.

The changes presaged in the revised draft regulations may require changes to businesses’ (i) public notices, (ii) processes and templates for responding to consumer requests, (iii) service provider agreements and (iv) internal procedures and training materials. We are happy to assist in revising your CCPA playbooks.

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MN-12900-09/20