

LEGAL AND PRIVACY

California's new data law rivals GDPR for toughness

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The new law will go into effect in 2020. Image credit: Fung Global

By STAFF REPORTS

Last week, California signed into law one of the toughest data privacy laws in the United States.

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The law, which was signed on June 28, is on par with the European Union's General Data Protection Regulation in terms of the restrictions it places on the collection and use of customer data. While it is only a single state solution now, California law is often used as a test for laws that will go into effect in the rest of the country.

Data laws

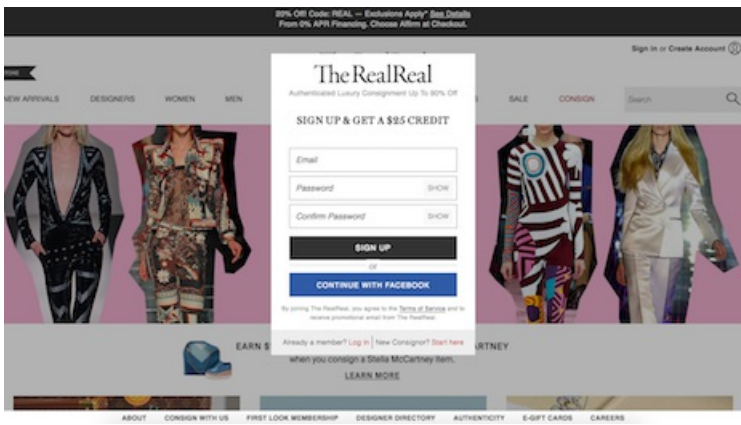
The GDPR in the EU is one of the most stringent data regulations in the world.

When it came into effect, the collective shift in how companies use personal data had consumers throughout the world joking about the frequency of receiving updated privacy policy notifications.

Now, California has passed its own stringent data protections with a law called the California Consumer Privacy Act.

The bill proved extremely popular when it was introduced, passing unanimously through the Senate and the Assembly and being signed into law within hours.

Under the new law, customers can request to see exactly what data has been collected from them by companies and to whom it has been sold. Additionally, consumers will be able to request that their data be removed from data sets.



The RealReal asks for opt-in data immediately upon site entrance. Image credit: The RealReal

The California Consumer Privacy Act was modeled on the GDPR and in many ways likely heralds a similar future for brands.

While only recently implemented, the GDPR has the potential for retailers and brands to lose significant amounts of customers' data.

GDPR requires companies to be much more transparent about what data they collect and what they do with it as well as requiring that consumers reiterate affirmative consent to being sent emails and targeted with other data measures. But even if the public's general sentiment finds these uses of data non-intrusive, brands stand to lose a lot simply through customer inaction in providing affirmative consent ([see story](#)).

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