

# Is California's New Data Privacy Law a Sign of What's to Come?

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In this article, John Eustice discusses A.B. 375, the California Consumer Privacy Act of 2018, a data privacy law that gives state residents privacy rights never before granted in the U.S., and its implications for for-profit companies that collect consumers' personal data. The law's passage prompted nationwide public discussion that could prompt the creation of similar, federal privacy legislation. "Companies impacted by A.B. 375 should be crafting draft privacy policies and procedures that would allow them to comply with the current iteration of the law," Eustice said. "At the same time, they should follow proposed amendments to the law, raise issues with the California legislature if they unearth cost or logistical difficulties in their early compliance efforts, and keep an eye on Congress' efforts on the same topic."