

Insights

CCPA 2020: ANSWERS TO THE MOST FREQUENTLY ASKED QUESTIONS CONCERNING COOKIES AND ADTECH

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When the CCPA was enacted, BCLP published a series that addressed companies' most frequently asked questions concerning the CCPA. The series contributed to JD Supra naming BCLP as the 2019 "Top" law firm in the area of Data Collection & Data Use (i.e., data privacy), and Lexology naming BCLP the top "Legal Influencer" in the area of United States Technology, Media, and Telecommunications law (which includes data privacy).

One of the greatest areas of confusion caused by the CCPA is how the Act impacts a business's ability to utilize cookies and adtech. In order to address that topic, we collected our Top 20 FAQs that dealt with this issue and published a "handbook" that discussed the impacts on cookies and adtech resulting from the CCPA.

We have updated that handbook to account for changes to the CCPA (amendments to the Act in late 2019). As always, we hope that it is a benefit to the privacy and legal community as they wrestle with the complexities of the Act.

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MEET THE TEAM



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