

HAS THE RETAIL INDUSTRY ADOPTED THE “DO NOT SELL MY PERSONAL INFORMATION” LINK?

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Yes and no.

While the majority of retailers include a “Do Not Sell My Personal Information” link on their homepage or in their privacy notice, 38.89% do not.¹

For more information and resources about the CCPA visit <http://www.CCPA-info.com>.

This article is part of a multi-part series published by BCLP to help companies understand and implement the General Data Protection Regulation, the California Consumer Privacy Act and other privacy statutes. You can find more information on the CCPA in BCLP’s [California Consumer Privacy Act Practical Guide](#), and more information about the GDPR in the American Bar Association’s [The EU GDPR: Answers to the Most Frequently Asked Questions](#)

1. BCLP, January 2020: Survey of the Retail Industry’s Privacy Practices.

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