

## 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.<sup>1</sup>

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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](#).

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

### RELATED CAPABILITIES

- Retail & Consumer Products

## MEET THE TEAM



### **Merrit M. Jones**

San Francisco

[merrit.jones@bclplaw.com](mailto:merrit.jones@bclplaw.com)

+1 415 675 3435

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