



May 2020

‘CCPA 2.0’ Initiative - One Step Closer to Being on the Ballot

With the California Attorney General’s enforcement of the California Consumer Privacy Act (CCPA) beginning on July 1, 2020, businesses are eagerly awaiting the forthcoming final version of the [CCPA Regulations](#) to ensure that their compliance is in line with the law and its Regulations. Due to the upcoming CCPA enforcement deadline, and California’s shelter-in-place status, some may have forgotten about or written off the privacy ballot initiative, “[The California Privacy Rights Act of 2020](#)” (CalPRA or CCPA 2.0).

On May 4, however, the Californians for Consumer Privacy group behind the ballot initiative [announced](#) that it has submitted over 900,000 signatures to qualify the California Privacy Rights Act for the November 2020 ballot. If the required number of signatures are verified, which will be decided by June 25, 2020, CalPRA will be on the November ballot. According to Californians for Consumer Privacy, voters will likely approve CalPRA, which may result in businesses having to further review and alter how they process California residents’ personal information.

As detailed in our [January 28, 2020 blog post](#), CalPRA proposes significant updates to the CCPA, and if passed would extend to Jan. 1, 2023, the employee and business-to-business exemptions that currently expire on Jan. 1, 2021. If passed, California may provide some guidance on how to comply with the new law since the proposed ballot initiative requires such guidance be issued.

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