BIRD MARELLA LLP

BIRD • MARELLA • RHOW • LINCENBERG • DROOKS • NESSIM

Lincenberg, Zipperstein, and Patrick Author Daily Journal Article on California's New Data Privacy Law

In light of the recently passed California ballot proposition on data privacy, principal Gary Lincenberg, senior counsel Steven Zipperstein, and associate Darren Patrick have authored the article, "Here Comes a Wave of Data Privacy Litigation," appearing in the November 9, 2020 edition of the *Daily Journal.* The article details the impact of recent legal developments in California and the EU to limit the collection, use, and sharing of consumers' personal information.

Lincenberg, Zipperstein, and Patrick explain three recent developments: the California Consumer Privacy Act (CCPA), the recent passage of California Proposition 24 (CPRA), and the EU's *Schrems II* decision. The article highlights the urgency for businesses to ensure compliance with evolving laws and regulations to avoid liability, and forecasts what to expect in data privacy litigation throughout the next decade.

Click here to read the full article.