



**KEY ISSUES COVERED:**

- ▶ The provisions of this new law and how it will work
- ▶ Its duties on companies and rights for consumers
- ▶ Its likely impact in other states and how it will work alongside the existing federal privacy laws
- ▶ The chances of a federal consumer privacy law in the next Congressional legislative session

Host: **LATHAM & WATKINS** LLP

# New Era for US Privacy Laws: California and More

MORNING CONFERENCE & AFTERNOON WORKSHOP

14 November 2019, Latham & Watkins, London



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# Conference & Workshop Sessions

14 November 2019, Latham & Watkins, London

In the United States, California's Consumer Privacy Act takes the lead, as it did with the California Data Breach Notification Law in 2002 which influenced similar laws in the other 49 states. The new California law is due to enter into force on 1 January 2020 and is expected to have a similar ripple effect.

If your company does business in California or elsewhere in the US, then by attending this conference in London, you will be well placed to understand this new law.

Latham & Watkins California and Washington DC based partners will explain the US privacy laws and the future framework, while a UK based partner will explain similarities/differences with the GDPR. We invite company perspectives.

For those who can stay on and join us for the post-conference workshop, we will focus on the practical steps needed to develop a plan for US compliance and how you can leverage your GDPR plan effectively.

## 09.00 Registration

## 09.30 Welcome & Introduction

**Gail Crawford**, Partner, Latham & Watkins, London

**Stewart Dresner**, Chief Executive, *Privacy Laws & Business*

## 09.45 The current US data privacy regime

**Jennifer Archie**, Partner, Latham & Watkins, Washington D.C.

**Michael Rubin**, Partner, Latham & Watkins, San Francisco

- ▶ The US Framework: Sector-specific, unfair and deceptive trade practices, marketing laws, Children's Online Privacy Protection Act (COPPA), and other targeted regulations
- ▶ State law regimes and activities, including various biometric laws, and California's Online Privacy Protection Act (OPPA), California's Online Eraser Law, and California's 'Shine the Light' laws
- ▶ Expanding state data breach notification and data security requirements
- ▶ Role of private lawsuits, individual enforcement, and self-regulatory bodies

## 10.30 Questions and Answers

## 10.45 The California Consumer Privacy Act (CCPA) and other recent developments that are shaping the landscape

**Robert Blamires**, Counsel, Latham & Watkins, San Francisco

- ▶ Introduction to the CCPA
- ▶ Key components
- ▶ Challenging issues
- ▶ Developments in other US states
- ▶ Developments at the federal level

## 11.30 Questions and Answers

## 11.45 Coffee

## 12.00 Recent Enforcement Actions & Litigation:

### The risk landscape

**Jennifer Archie**, Partner, Latham & Watkins, Washington D.C.

**Michael Rubin**, Partner, Latham & Watkins, San Francisco

- ▶ Significant recent FTC enforcement actions
- ▶ Major State AG Actions and trends
- ▶ Litigation and class actions

## 12.45 Questions and Answers

## 13.00 Lunch hosted by Latham & Watkins

## 13.45 Workshop

How to implement CCPA compliance, including aligning your approach with your current GDPR program and other regimes:

- ▶ What does CCPA compliance look like?
- ▶ How to update/align your existing GDPR (or other) privacy program with CCPA requirements
- ▶ Building an effective global privacy baseline

Exchange of experience and discussion with the speakers and other participants. With the help of Latham & Watkins lawyers and expertise around the table, participants will discuss practical questions, such as steps they are taking to adapt their operations and to put into practice what is required by the laws. Alain Kapper, Senior Policy Officer – International Engagement, from the United Kingdom's Information Commissioner's Office will share his perspectives regarding international transfers in any Brexit scenario.

*Please note: The Workshop is optional and at no additional cost, but places are limited and allocated on a first come first served basis.*

## 15.15 Close

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