



Insights: Perspectives

KTS Advertising Law Guides | The Impact of the CCPA on Advertising: What You Need To Know

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As brands increasingly use data management platforms or customer relationship management platforms to enhance sales, the California Consumer Privacy Act (“CCPA”) will significantly impact a brand's data practices as the law increases the required level of data privacy transparency and choice for consumers. Compliance with the CCPA represents a major change in how most businesses operate and manage data; the law provides broader rights to consumers and stricter compliance requirements for businesses than any other state or federal privacy law. Accordingly, brands need to understand the new privacy framework established by the CCPA in order to prepare for compliance.