

## The Tech Group

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# Lowenstein Sandler and IAB Release a 'Roadmap' for the Digital Advertising Community Regarding the California Consumer Privacy Act

By **Matt Savare** and **Sundeep Kapur, CIPP/US**

The California Consumer Privacy Act (CCPA) takes effect Jan. 1, 2020, and will have a profound effect on the digital advertising industry. The CCPA was drafted to enhance privacy rights and consumer protections, and will affect companies doing business with California residents.

Lowenstein Sandler has collaborated with the **Interactive Advertising Bureau (IAB)** to produce the CCPA "Roadmap." The Roadmap provides a comprehensive framework of CCPA's obligations as they relate to those in the digital advertising industry who collect, sell, and/or disclose personal information. The Roadmap may be used as both a reference and as a compliance tool to help your organization prepare for the enactment of the CCPA.

For more information about the CCPA Roadmap or how the new regulations will affect your business, please contact attorneys **Matt Savare** or **Sundeep Kapur, CIPP/US**.

[ACCESS THE ROADMAP](#)

## Contacts

Please contact the listed attorneys for further information on the matters discussed herein.

### **MATT SAVARE**

Partner

**T: 646.414.6911**

[msavare@lowenstein.com](mailto:msavare@lowenstein.com)

### **SUNDEEP KAPUR, CIPP/US**

Associate

**T: 973.422.6748**

[skapur@lowenstein.com](mailto:skapur@lowenstein.com)

NEW YORK

PALO ALTO

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WASHINGTON, D.C.

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