New Approachs to Look around the Corner in Transactions Involving Privacy, Security and Related Transfer of Risk

A Conversation with ACC Charlotte September 8, 2022

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Trends in Privacy & Security

Testing Internet of Things **Artificial Intelligence** Audio and Visual **Cloud Computing Technologies** Dr Med **Block Chain Technology** Genetics Gaming Cryptocurrency International Data Social el Piqo Machine ∑ Learning Transfers International Ad Data Background Health Financial Services b Tech Screening Transfers Autonomous Vehicles Digital Facial Website and Chatbot Monitoring Health Recognition Analytic **Ransomware Attacks**

- 1. Common privacy and cyber platforms for serial aquirors to drive consistency, compliance, and shared/reduced costs.
- 2. Common platform allows for intra-portfolio information sharing (e.g., retail, health).
- 3. New laws in U.S. States (CA, VA, UT, CT, CO) and around the world that focus beyond consumers to B2B and HR. All deals need to be reviewed because there is increased focus on new laws, B2B, and HR.
- 4. Year-end deadline for major contracting (legacy EU SCCs must be updated by 12/27/22). Companies are using as an opportunity to (i) update all vendor contracts/DPAs to align with California and other state laws and (ii) diligence what has/hasn't been done in contracting (i.e., cost).
- 5. New technologies (social, analytics, cloud, mobile, video, audio, and biometrics) driving expenses around enforcements and for permissions.



3 Innovative Tools for Privacy in M&A and Investments

Pre-diligence essential privacy/security questions

1. Personal Data Volume. Does the Company process a high volume of consumer or HR data (1M+ records or 100,000+ records from CA)?

2. High-Risk Countries. Is data collected or processed internally or by service providers in, or does the data relate to people from, high-risk countries for privacy, security or CFIUS (e.g., EU, China)?

3. Sensitive Data or Technology. Does the Company collect or process sensitive data (e.g., facial recognition, location data, target is an AdTech service provider or data broker, FS/health data, other)?

4. Data Breach History. Has the Company experienced a prior breach or cyber event (e.g., ransomware), including disclosures to government (e.g., source code, crypto keys, customer data) if applicable?

5. Enforcements/Class Action. Is the Company subject to any prior or current government investigation/enforcement, consent decree or class action?

6. Information Security. Does the Company have a formal security program designed to reasonably protect personal and information?

7. Target Privacy Policy Analysis. Does the privacy policy contain: uses that are different, restrictions, right to use data for product or service improvement, sharing/selling, Al/ML?

<u>When</u>

Early stage (i.e., even before a term sheet is signed)

<u>Why</u>

 To provide an initial, high-level assessment of the Company's privacy and security practices without dedicating substantial resources to the review

	Early Due Diligence (Pre-Term Sheet) - Inherent Risk and Privacy Policy Foundation Questions				
NO.	ITEM DESCRIPTION	Y/N	N/A	Provide Comments / Answers / or Dataroom Location	Complete
New	PRIVACY & SECURITY				
1	Personal Data Volume. Does the Company process a high volume of consumer or HR data (1M+ records or 50,000+ records from CA)?				
	High-Risk Countries. Is data collected or processed internally or by service providers in, or does the data relate to people from, high-risk countries for privacy, security or CFIUS (e.g., EU, China)?				
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5	Enforcements/Class Action. Is the Company subject to any prior or current government investigation/enforcement, consent decree or class action?				
6	minimistion Security. Doe: the Company have a formal security program displayed to reasonably protect periodia and applications. Including: 1. Written information neurity policies 2. Jardiarre validation (e.g. pan testing), COC of SD certification)? 3. SDUC/development esting process 4. University management paragram (e.g. pactoring, inventory, secure configuration, encryption)?				

Inherent Risk Questionnaire



3 Innovative Tools for Privacy in M&A and Investments (cont'd)

Inherent risk dashboard (based on responses to questionnaire)

Transaction Summary & Inherent Risk Analysis Target's Overall Inherent Risk The following is a summary of the key deal points and risks. Target & Business Description: [Insert description]. Higher Risk Type of Transaction: [Merger][Investment]. Moderate Risk Deal Status: Signed on [date]. l ower Risk Yes - The company processes a high volume of personal data, but it is limited to customer 1. Personal Data Volume business contact information (name, email) and HR. Consumer or HR data (1M+ records or 50.000+ records from CA) Yes - The company is primarily focused on U.S. customers but does process EU data. 2. High-Risk Countries Data collected or processed internally or by service providers in or relates to people from high-risk countries for privacy, security or CFIUS (e.g., EU, China) No – Beyond corporate account information, the data is primarily contact information 3. Sensitive Data or Technology (usually business-related). Collect or process sensitive data (e.g., facial recognition, location data, taraet is an AdTech service provider or data broker. FS/health data. other) Yes – [Target] disclosed a recent history of breaches, including two that resulted from a 4. Data Breach History known vulnerability that it had not remediated. Dark web scan did not reveal any Prior breach or cyber event (e.a., ransomware) compromised employee or customer credentials. No – [Target] is not subject to any current investigation or enforcements, but there may 5. Enforcements/Class Action be potential exposure related to a lack of investigation/notification of breaches. Prior or current government investigation/enforcement, consent decree or class action

<u>When</u>

Once LOI is signed

<u>Why</u>

- To scope diligence and gate time/resource allocation
- To assist go/no go decisionmaking during diligence



3 Innovative Tools for Privacy in M&A and Investments (cont'd)

Privacy/security issue remediation framework (and playbook)

Privacy Program & Compliance Issues (P)	Data Rights & Limitations (D)	Information Security (I)	Breaches or Incidents (B)	Enforcements or Legal Actions (E)
Key Issue	Key Issue	Key Issue	Key Issue	Key Issue
P-1	D-1	I-1	B-1	E-1
Immature or undocumented program (e.g., lack of DSR, ROPA, DPAs/SCCs, training)	Data rights issues/limitations (use beyond rights, retention, limits on sharing, rights for secondary uses)	Immature or undocumented program	Reportable breach(es)	Regulator inquiry (industry or target)
P-2	D-2	I-2	B-2	E-2
Non-compliance issues (e.g., failure to address specific laws, codes, individual rights, or contractual obligations)	Limitations affecting the transaction (lack of right or consent required to transfer to buyer)	High-risk findings to be remediated pre-close	History of security incidents, ransomware, or exfiltration	Enforcement Actions
P-3	D-3			E-3
Employee and worker privacy issues (e.g., lack of notice, lack of data transfer mechanism)	Controller/processor issues			Lawsuit based on data practices or breach

<u>When</u>

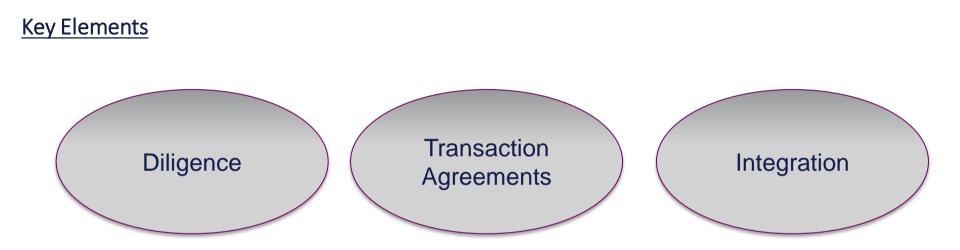
• During and after diligence

<u>Why</u>

 To consistently and efficiently triage and remediate companies and to move them onto a common platform



Privacy M&A Process







New Approaches to Due Diligence

Due Diligence Room Approach

- 1. Check Everywhere Not Just in the "Privacy Folder"
- 2. Create a written record of the documents you review and preliminary issues you spot
- 3. Folders
 - Corporate/Security Issuance
 - o Entity structure
 - o Geographic scope of the company
 - o M&A history
 - o Board minutes
 - Intellectual Property
 - Employee Invention Assignment Agreements
 - o Consulting Agreements
 - Sometimes contains a sub-folder with privacy and cyber materials
 - Material Agreements
 - o Vendor Agreements
 - Customer Agreements
 - o Consulting Agreements
 - Litigation
 - o Privacy/cyber litigation, inquiries, complaints

- Insurance
 - Privacy/cyber insurance coverage
- HR
 - Employee location
 - Employee Privacy Notice
- Marketing
 - Information about marketing practices
- Miscellaneous
 - Responses to due diligence questions
- Privacy/Cyber
 - Privacy policy(ies)
 - Security policy(ies)
 - Pen Test reports
 - Vulnerability Scan reports
 - Incident reports
 - o Data Maps



Where in the World Did We Find the Deal-Level Issue?

Target had more than 10 cybersecurity breaches

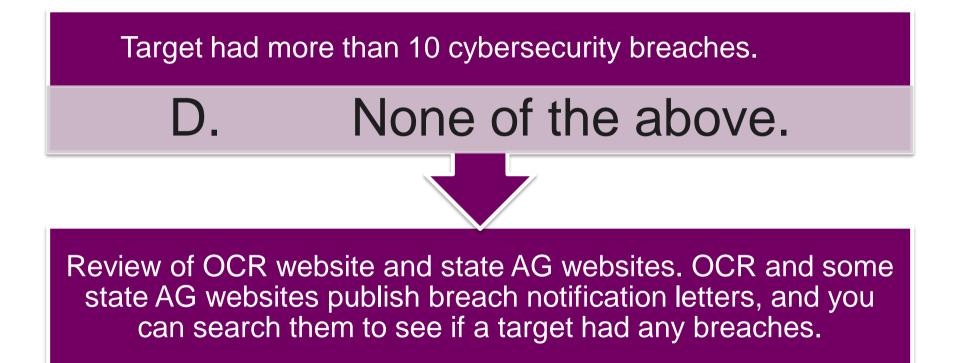
A. Miscellaneous file – penetration test report.

B. Corporate file – described in minutes of Board meeting.

C. Target X voluntarily disclosed it in response to due diligence questions.

D. None of the above.









Transfering Risk in M&A

1	Due diligence report/Disclosure schedules to the purchase agreement
2	Negotiation of the reps and warranties/covenants in the purchase agreement
3	Indemnification Terms/RWI Insurance



Transactional Documents

Representation Coverage

From 2 paragraphs to 2 pages...

- Breach of laws
- Breach of policies (internal/external)
- Breach of contracts
- Ownership of data "sufficiency of data" representation
- Security measures
- Data breaches
- International transfers
- GDPR compliance
- Lawsuits / investigations

Covenants

Anything and everything

- Purge data
- Data transfer mechanisms
- Consents
- Required government notifications

Closing Conditions

Privacy policy revisions

Remediation plan implementation:

- Implement IT safeguards
- Fix privacy and data security practices



Target has complied with all Laws and contractual fiduciary obligations as to protection and security of Personal Data to which it is subject. Target has not received any inquiries from or been subject to any audit or Legal Proceeding by any Governmental Authority regarding Personal Data. Target has complied with its policies and procedures as to collection, use, processing, storage and transfer of Personal Data. No Legal Proceeding alleging (a) a material violation of any Person's privacy rights or (b) unauthorized access, use or disclosure of Personal Data has been asserted or thereatened to Target. Since [date], there has not been a material violation by Target of any Person's privacy rights or any unauthorized access, use or disclosure by Target of Personal Data.

- According to the ABA's 2021 Private Target Deal Points Study, this rep is used in approximately 67% of private, middle-market M&A transactions.



The information technology equipment and related systems, owned, used or held for use by Target ("Systems") are reasonably sufficient for the Businesses' immediate needs. Since [date], there has been no unauthorized access, use, intrusion, or breach of security, or material failure, breakdown, performance reduction or other adverse event affecting any systems that has caused or would reasonably be expected to cause any substantial disruption to the use of such Systems or the Business or any material loss or harm to Target or its personnel, property, or other assets.

- According to the ABA's 2021 Private Target Deal Points Study, this rep is used in approximately 67% of private, middle-market M&A transactions.



Common Red Flags – Pre-Closing Action Items

Things we might want seller to do pre-closing (e.g., closing condition):

- Implement material changes to the privacy policy (e.g., buyer would like to change collection/use of data)
- Delete data or cease certain data collection or marketing activities (e.g., text marketing, selling information under CCPA, collecting children's information and/or targeted marketing)
- Conduct (or let our buyer's security team conduct) a pen test
 - Remediate medium, high or critical findings from testing/assessments
 - Implement compliance measures for certain key laws (e.g., COPPA age gate)
 - Require a special indemnity

Side

Buy

- Things we might want to fix for a seller:
- Update or replace privacy policy
- Document a privacy and/or security program





Transfering Risk in Licensing

Questions to Ask Before License / Services Negotiations Start

Differences in an M&A deal and a license or services agreement?

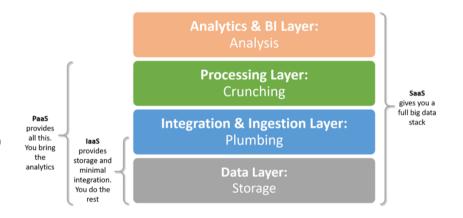
Identify the entities and data involved

 Does personal data <u>need</u> to be involved? (It may be ok to send only aggregate data)

- Who and where are the data subjects? (North America? EU? California?)
- Is the data highly sensitive and subject to additional laws? (e.g., health data, financial data, biometric data, etc.)

Who is the Controller vs. Processor? (Any Subprocessors?) (won't always be one controller and one processor)

Will any personal data leave the EEA, Switzerland, or the UK? If so, a transfer mechanism is needed- *STANDARD CONTRACTUAL CLAUSES (more on them later)*





Initial Consideration – The Players

Include Terms and Conditions Regarding Data and Obligations

Historically, in U.S.-styled agreements, handling of data not separated from the statement of work or master agreement. Shift to using more express terms related to data.

Will the parties include a data processing addendum (DPA) to detail the obligations and rights of each party for processing of data?

Controller = Determines why and how of the processing

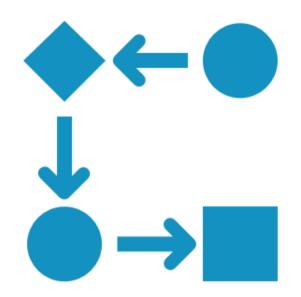
Processor = Processes data on behalf of a Controller

Where is the data going?

B to B

B to C

B to B to C





Minimum Viable Checklist for Agreements (C-2-P Perspective)

Торіс	Processor Obligations	Notes	
Scope of DPA	Controller: Scope of DPA should be all personal data processed anywhere in the world Processor : Limit scope to required personal data	If needed for CCPA and other jurisdictions, don't limit to EU	
Use Limits	Controller: Only use on behalf of Controller as necessary to perform services Processor: And, to the extent permitted, to improve services, detect fraud, comply with law, etc.	EU "on instructions of Controller"	
Compliance with Law	Process personal data in accordance with applicable law	Check main agreement	
Confidentiality	Employees, agents, subs, etc. contractually bound to maintain confidentiality	Check main agreement but verify definition of CI	
Information Security	Controller: Implement appropriate technical, administrative, and physical measures <u>that protect</u> data including specific controls in an exhibit Processor : General security controls commensurate with nature of the data <u>designed to protect</u> data	See GDPR Art 32 or CIS 18 for standards	
Subprocessors	Controller: Only engage subprocessors with specific Controller authorization and approval Processors: Generally authorized to engage subs	May be general or ad hoc	



Торіс	Obligations	Notes
Data Subject Rights	Controller: Assist in responding to DSRs; promptly forward Processor: Make information available through service and get reimbursed for extra work	
Breach Notification and Remediation	Controller: Notify Controller promptly (24-48 hours) with all necessary info. Take all actions necessary or requested to remediate the breach. Processor: Notify without undue delay when breach confirmed. No breach remediation obligations.	Many different DPA variations
Impact Assessments/Consults	Controller : Assist with DPIA and prior consultations with regulators Processor: Make information available through service and get reimbursed for extra work	
Return/Deletion of Data	Controller: <u>Automatically</u> return or delete at termination Processor: Return or delete <u>upon written request</u> , except where can't	Consider triggers



Торіс	Processor Obligations	Notes
Demonstrate Compliance	Controller: On-site audit rights and provide all info necessary to demonstrate compliance Processor: Annual review of policies and procedures	Scope: GDPR and Addendum
Int'l Transfer	Must use adequacy mechanism for EEA, Swiss, or UK personal data	Almost always SCCs
Indemnity	Controller: For Security Incident, breach of laws, breach of DPA, all claims Processor: For direct damages arising from 3P claims related to Security Incidents due to breach of DPA.	Dependent on leverage
Limitation of Liability	Controller: No limit Processor: Subject to limits in main agreement (multiple of fees or amount of cyber/privacy insurance)	Consider number of records and sensitivity Most entities are limiting liability related to unauthorized disclosures or cyber events.



Questions?

California Privacy Rights Act of 2020 Series

			1
	Daily 2	yournal	
	FRIDAY, AP	RIL 11, 2022	
	PERSPI	ECTIVE	
California Privacy Rights Act of 2020 brings U.S. closer to European standards			
brings U.S	. closer to	European	standards
By Ron Raether, Kamran Salour, Sadia Mirza, Robyn W. Lin and Mary Kate Kamka		with the CPRA and updating existing regulations and adopting new regu- lations. Section 1798,185 of the CPRA, which is one of the few provisions that became operative on Decem- ber 15, 2020, identifies twenty-two (22) areas for which the Agency is	
Calibratia was the first state to emerg a comprehensive state to compare bill with the Calibratia CCCPAT-Although the CCTA was ignificantly overlahed during Cal- diornal's November 2020. General Exection, who the Caldwring Priva- Election, who the Caldwring Priva- The CPRA and and the Caldwring Priva- The CPRA and the Caldwring Priva- The CPRA and the Caldwring Priva- to the thresholds for combin- meter and the threshold of the combin- ter the thresholds for what qualifies as a regulated "businesse", intraducing combine oblighted "businesses" (antioducing combine oblighted business, and executing	R. Loshneck Period Once the CPA's as operative, it will only apply to personal information collected by a business on or affect January 1, 3022. The only excerption to this rule relates to the "fidget to Access". On January 1, 2023, the second second second second and formation may be entitled to access all personal information a business has collected about them, regard- less of when that information was collected, subject to the Act's many exemptions.	required to adopt regulations. This includes: Right to Correct . Establishing how often, and under what circums- statuses, a commane run request a including: (I) standards governing how a business responds to a re- quest for correction; (II) exceptions for requests to which a response is impossible or would involve disper- portionate efforts and (III) requests for - Opt Out Despinate and Processing of Sensitive Infor- mation. Establishing rules and Processing of Sensitive Infor-	ing businesse? response to access reports to include manifold infra- mation about the logic involved in those decision making processes, as well as a description of the Buby to the consumer. • Argony's Audit Authority. Issuing regulations to define the scope and process for the scoresis of the Agency's audit authority, to establish criteria for selection of persons to audit, and b protect core disclosure to an auditor in the ab- sence of a core to entry, warrang, can be able and the about the ab- sence of a core to entry, warrang, can be able able able and authority.
the first state agency dedicated is entering privacy laws - the Califor- tial Phroacy Physicelina Agency (the moves the California physics) (the discovery the California physical et al. (the California physical and the CRA agency of the EU General Data Physicelina Egylation, which is a trend we use with the passage of the CRA is available here. This through CPRA series is in bitteded to provide a detailed over- the agency of the CRA series of the series of the detailed over- the production of the CRA series of the series of the detailed over- the production of the CRA series of the series of the detailed over- the series of the detailed overthe series of the detailed overthe series of the detailed overthe series of the detailed overthe series of the detailed overthe series of the detailed overthe series of the detailed overthe series of the detailed overthe series of the detailed overthe series of the detailed overthe series of the detailed overthe series of the detailed overthe series of the detailed overthe series of the detailed overthe series of the detailed overthe series of the detailed overthe seri	C. Enforcement Date The CPRA will not be enforced in- mediately. Rather, esfortwared is a second second second second second will apply only to violations occur- ring on or after that date. Notably, the provisions of the CCPA amend- will continue to be enforceable un- til the same provisions of the CPRA became operative and enforceable continue to second second second second continue to second content of the end of the collectual second second continue to sec CCPA enforcement initiatives. by the CRPA is randy to be endiarceable end of the collectual second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second		subprom. While the CAPA hinking's et the While the CAPA hinking's et the decision is both 1, 2020; the horizontal Director, Abilano Schani, recently amounced that the long-scalable low function. Torimal proceedings, including public hourings, will con- tinue into G3 with relearning be- ing completed in 10 or 404 at 732 mig completed in 10 or 404 at 732 the hinking has been under the July 1 ruleranking be- functions us to balance staffing of the agency while under- cising to sumpost our minks.
2. Consumer Rights 3. Notice and Disclosure Obligations 4. Data Processing Obligations 5. Liligation and Enforcement At the conclusion of the series, Troutman Propert will host a we- binar on the CPRA on Wednesday, My 11, 2022. Registration informa- tion will be circulated later. A. Effective and Operative Dates While the CPRA technically took	D. Implementing Regulations and Delayed Wait Times The CPRA established the Agency and vested it with the "full admin- tistrative power, authority and piri- diction to implement and enforce the California Consumer Privacy Act of 2018." The Agency's respon- sibilities include appointing a "Chief Privacy Auditor" to conduct audits obusinessics to ensure compliance	regulations requiring businesses' whose processing of consumers' personal information presents sig- mificant risk to consumers' privacy on a regular basis a risk assess- ment, with the goal or restricting or prohibiting the processing if he risks to privacy of the consum-	In remarks with the California Lawyers Association in October 2021, the Agency's Board Chair, Jenzifer Urhan, spoke on her own beha' and addressed the many logistical and legal impediments in getting the new administrative agency up and running in time to develop and adopt regulations by the deadline. The many challenges

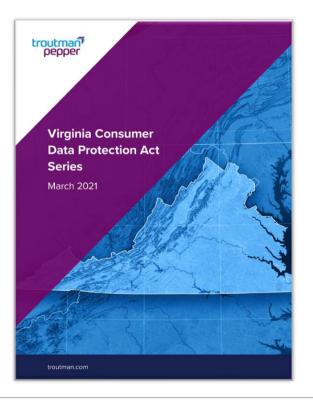
California was the first state to enact a comprehensive state privacy bill with the California Consumer Privacy Act of 2018 (CCPA). Although the CCPA went into effect on January 1, 2020, it was significantly overhauled during California's November 2020 General Election, when the California Privacy Rights Act of 2020 (CPRA or the Act) was adopted.

This five-part CPRA series published in the *Daily Journal* is intended to provide a detailed overview of the Act, and how it compares to its predecessor — the CCPA.

To access the series, please visit: <u>https://www.troutman.com/insights/california-</u> <u>privacy-rights-act-series.html</u>



Virginia Consumer Data Protection Act Series



We have long predicted that just as other states followed California in passing breach notification laws, states would follow in California's footsteps in regulating information privacy practices with the California Consumer Privacy Act of 2018 (CCPA), which was later amended by the California Privacy Rights Act of 2020 (CPRA).

Our team has produced a five-part series on Virginia's CDPA. It provides a detailed overview of the act and how it compares to California's approach to privacy under the CCPA and CPRA. To access the entire series, please visit: https://www.troutman.com/insights/virginiaconsumer-data-protection-act-series.html



Our six-part *California Consumer Privacy Act Enforcement Series* focuses on six areas of enforcement likely to catch the California Office of the Attorney General's attention. Our privacy compliance team discusses discrete strategies to minimize enforcement risk and bolster compliance efforts. To access the entire series, please visit: <u>https://www.troutman.com/insights/california-consumer-</u> <u>privacy-act-enforcement-series-oags-reaction-to-cpra-</u> <u>referendum.html</u>

CCPA Enforcement Area No. 1

The Infamous "Do-Not-Sell" Button

It should come as no surprise that the absence of a "Do Not Self My Personal information" button on a website may attract unvarianted attention from the California Office of the Attency General (OAG). This requirement, imposed on businesses that "self" personal information, has generated much press, as well as concerns about a company's ability to automate, track, and utilizately prove compliance with do not-self enguirements.

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Because the CCPA requires businesses who sell personal information to post a "clear and conspicuous link" on the business's internet homepage tilled. "Do NdS SEI My Personal Information," the absence of such a fink will likely be the low-hanging fruit for the OAS when it comes to selecting initial enforcement targets.

Troutman Pepper tips

If a business has taken the position that if does not "self" personal information, then its actions and statements should communicate that same message. This requires businesses to not only consider those disclosures mendeted by the CCPA [e.g., the CCPA Privacy Notice and Notice at Collection], but also any documentation that describes the business privacy paracters. For these businesses, this also ortical to have in place controls to assume that this during business privacy autorities and the disclosures provided to consumers. For many comparises, it would not be submisses that the disclosures privacy policy and other consumer-facing documents. Privacy by design and coordination between the business are regulatory complicatione remains critical.

· For businesses that do sell personal information

Confirm that you have included a link titled "Do Not Sell My Personal Information" on the Introductory page of your internet website and on any internet webpage that may be collecting personal information. For businesses seaking to comply with the proposed regulations, the link may also be titled "Do Not Sell My Info."

Review whether your link is "clear and conspicuous." For a discussion as to what constitutes "clear and conspicuous," consider referring back to the QAG's guidance on developing a meaningful privacy policy, "Making Your Privacy Practices Public," available <u>here</u>.

If your business offers a mobile application, consider whether consumers can access the "Do Not Seil" link through the application's download page or within the mobile application itself.

Confirm that consumers are not required to create an account in order to direct the business not to sell the consumer's personal information.

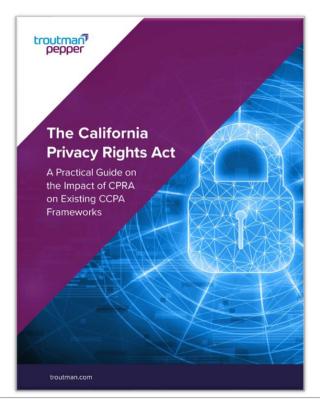
Review the functionality of the "Do Not Sel" link and confirm that clicking it enables the consumer to option of the state personal information. For businesses bearing to comply with the proposed regulations, there may be additional requirements to consider. For example, the proposed regulations introduce the concept of "Avolace of Right to Opt Out," which does not exist under the statute. The proposed regulations more certain content requirements for the Notice of Right to Opt Out and also specify that consumers should be directed to the notice where ther clicking the "Ox Not Sell" link.

In addition to the "Do Not Seil" link, confirm that the business is offering one additional method for consumers to exercise the right to opt out (e.g., telephone number, email address, postal address, etc.).

Verify that there are processes and procedures in place to timely honor requests once they have been submitted. Although the proposed regulations suggest that a response is timely if complied with within 15



The California Privacy Rights Act: A Practical Guide on the Impact of CPRA and Existing CCPA Frameworks



We have compiled a compendium entitled, "The California Privacy Rights Act: A Practical Guide on the Impact of CPRA and Existing CCPA Frameworks," which provides an overview of the operational impact of the CPRA on existing CCPA compliance frameworks. It focuses on issues such as notable updates to existing definitions, the addition of new consumer rights, modifications to existing CCPA rights, and newly introduced concepts (at least for the CCPA) such as data minimization and limitations on the use of "sensitive personal information."



More Privacy, Please



The *More Privacy, Please* monthly newsletter recaps significant industry and legal developments, as well as trends in the areas of cybersecurity, information governance, and privacy. To access the latest installment, please visit

https://www.troutman.com/insights/more-privacy-please.html

To subscribe to our mailing list, please visit https://www.troutman.com/signup-page.html



Thank you!



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