

Why California's New Consumer Privacy Law Won't Be GDPR 2.0 | Digiday

By Tim Peterson

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Tim Peterson notes that there are key differences between California's new consumer privacy law and the General Data Protection Regulation (GDPR) in Europe. He explores potential implications and the loopholes that advertisers and other companies might capitalize on.

The consumer privacy law that California's governor signed into law on June 28 is considered the strongest, most aggressive privacy protection measure in the U.S., according to legal experts.

The new California law, which takes effect on Jan. 1, 2020, will require that companies tell state residents what information the company is collecting and how it's used. It also gives people options to ask the company to delete or stop selling that information. The law does not prevent companies from collecting people's information or give people an option to ask a company to stop collecting their information, differentiating it from GDPR.

[...]

The law suggests that online tracking cookies and mobile advertising IDs, which are used to collect information about individual devices, may fall under its jurisdiction. However, digital advertising companies may argue that they meet the law's exemption standard because they aggregate those identifiers into larger, anonymized audience pools.

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