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## California Privacy Rights Act (CPRA) – Overview

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### Introduction

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The California Privacy Rights Act (CPRA) is a significant expansion and amendment to the California Consumer Privacy Act (CCPA). Approved by California voters in November 2020, the CPRA strengthens privacy protections for consumers and imposes new requirements on businesses.

### What is the CPRA about?

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The CPRA strengthens consumer rights and establishes official oversight. Here are some of its key provisions:

- Right to Correction: Consumers can request that inaccurate personal information be corrected.
- Consent requirements: Increased requirements for explicit consent – especially for sensitive data
- Right to opt-out: Consumers have the right to opt out of the sale of their personal information. Businesses are required to post a "Do Not Sell My Personal Information" link on their websites.
- Redefine covered entities: Excludes small businesses in favor of including large businesses that meet a certain revenue threshold.
- California Privacy Protection Agency (CPPA): This agency is charged with implementing and enforcing the CPRA in California. Businesses that fail to comply with the CPRA may be subject to fines imposed by the CPPA.
- Data retention: The CPRA requires businesses to tell consumers how long the business intends to keep each category of personal information. Businesses are prohibited from retaining information for longer than is reasonably necessary for the disclosed purpose for which it was originally collected.
- Increased transparency about a business's information practices, including information about data retention periods.
- Right to limit the use and disclosure of sensitive personal information collected about them.

### CPRA Checklist

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For your convenience, we've provided a checklist of what you need to do to comply with the CPRA:

1. Review your data retention policies
2. Update your privacy policy (if applicable)
3. Collect and process only the information necessary for specific purposes
4. Review the CPRA compliance of your vendors and service providers
5. Ensure data minimization

#### Disclaimer

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