



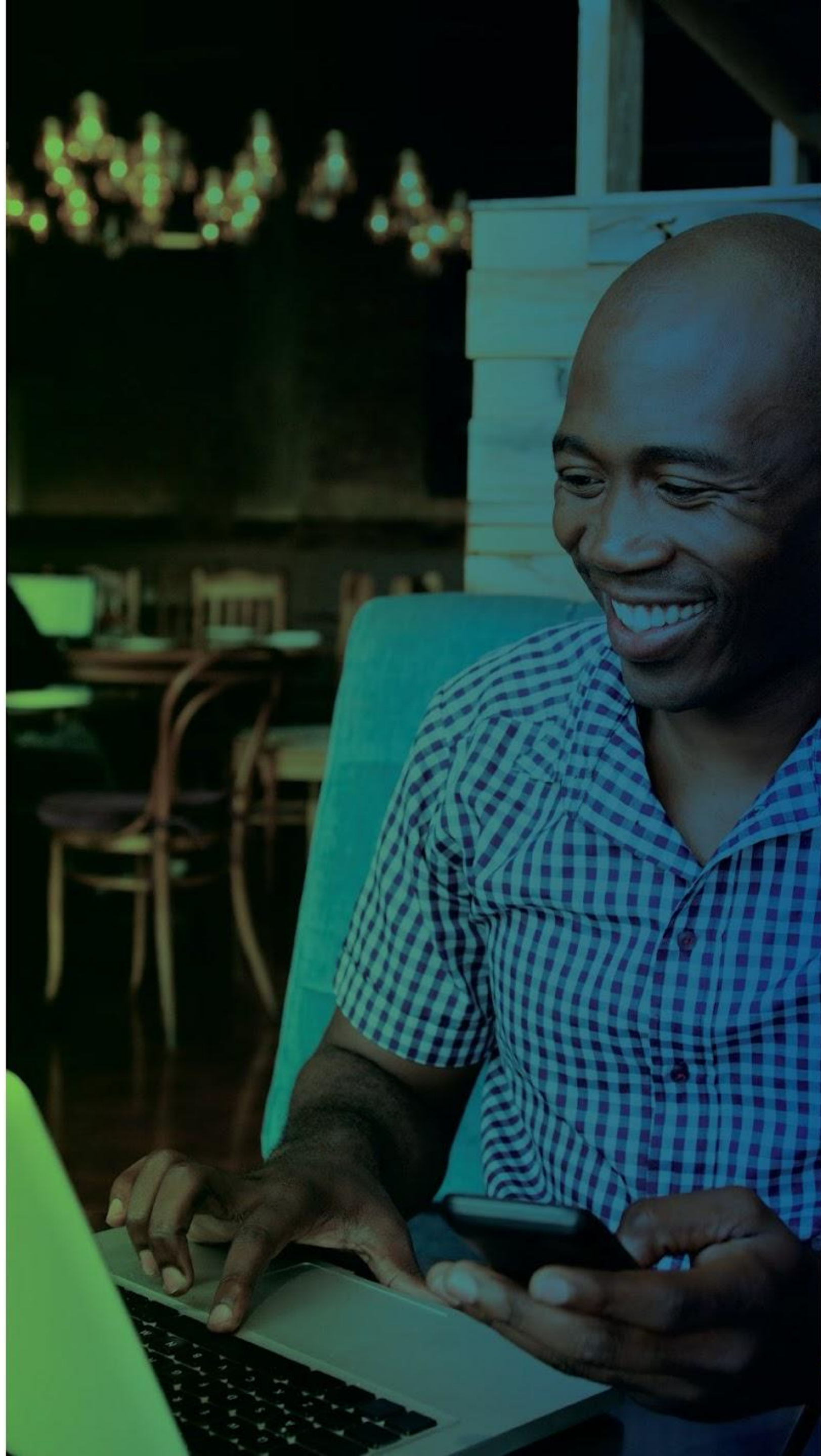
Immediate Action Required: Navigating CPRA Compliance and Enforcement in 2024

Tuesday, March 5th

09:00-10:00 AM PT

12:00-13:00 PM EST

18:00-19:00 PM CET



Speakers



Jamal Ahmed

*Global privacy consultant, author,
speaker, educator and podcast host*



Brandon Wiebe

General Counsel & Head of Privacy
Transcend

Moderated by



Cameron Ivey

Marketing Manager
Transcend

Key highlights of the Feb 9 ruling

- California's third district court of appeals upheld the CPPA's authority to enforce regulations starting July 1, 2023.
- The ruling overturns a previous decision and emphasizes voter intent behind Proposition 24.
- A lower court had ordered a one-year enforcement delay, but challenged by the CPPA and Attorney General Rob Bonta.
- The decision **restores full enforcement power**.

Primary focus areas for compliance—with enforcement risks actively accruing

- Operationalizing opt-out mechanisms
- Creating accurate data maps
- Prep and technical implementation for Do Not Sell/Share compliance
- Understanding dark patterns regulations

Deploying advertising technology under the CPRA

- Data mapping
- Opt-out mechanisms
- Dark pattern avoidance
- Compliance monitoring
- User education
- Vendor management
- Technical implementation
- Documentation and record-keeping

Addressing 'Do Not Sell/Share' requirements

- Businesses must disclose and provide opt-out links
 - Processes should be straightforward and not require extra info
- Privacy policies must detail rights—with instructions on how to fulfill
- Staff should be trained to handle opt-out requests
- Opt-out signals like Global Privacy Control must be honored
- Frictionless opt-out
 - Shouldn't disrupt user experience
 - May not need opt-out links

Compliance pitfalls to avoid

- Ignoring opt-out mechanisms
- Overlooking dark patterns
- Inaccurate data mapping
- Ignoring browser-based opt-out signals
- Inadequate technical implementation
- Non-compliant dark pattern usage

7 step checklist for CPRA compliance

1. Identify and map sensitive data across all systems
2. Use an automated privacy tool for responding to consumer data requests
3. Implement an identity verification system
4. Update your privacy policy
5. Add a "Do not sell my information" link on your homepage
6. Obtain consent from minors age 13 to 16
7. Audit and address security vulnerabilities

Questions?

Thank you!

[Jamal Ahmed](#)

[Brandon Wiebe](#)

[Cameron Ivey](#)

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9 am PT - 12 pm ET



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Consultant, Author,
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Privacy, Transcend



Cameron Ivey

Marketing Manager at
Transcend & Privacy
Please Host

Can you walk us through the key highlights of the February 9th court ruling that overturned the delay in CPRA enforcement?

**In light of this court ruling, what
should be our primary focus
areas to ensure compliance with
the CPRA?**

How has the enforcement of the
CPRA been affected since the
February 9th court ruling?

How does the CPRA ruling impact the evolution of advertising technology and what does this mean for companies?

**As General counsel at Transcend,
how are you addressing the "do
not share" requirements that
have come as a result of the
CPRA ruling?**

Can you elaborate on the new compliance challenges for companies due to the "do not share" requirements under CPRA?

**What steps is Transcend taking
to manage CPRA risks actively?**

Given your global privacy consulting experience, what do you see as the biggest challenges for companies in complying with the CPRA?

Could you share a 7-step checklist for effective CPRA compliance that companies can implement?

**From a consultant's perspective,
how can a company make the
best use of a 7-step checklist for
effective CPRA compliance?**

Do you foresee any future changes or shifts in the CPRA that companies should start preparing for now?