



# New Privacy Guide Published for Businesses, Includes CCPA

February 25, 2020

MINNEAPOLIS (Feb. 25, 2020) - Lathrop GPM partnered with the Minnesota Department of Employment and Economic Development (DEED) to publish "A Legal Guide to Privacy and Data Security 2020."

This privacy guide was developed to inform businesses of the ever-changing legal issues related to privacy and data security. Written for non-lawyers, this is the fifth time this collaborative privacy guide has been published and distributed.

Noteworthy in this 2020 edition is coverage of the California Consumer Privacy Act (CCPA) that became effective January 1, 2020 and similar legislation is being considered in other states, including Minnesota.

"The CCPA represents a new era of data privacy rights for consumers in the U.S., including a private right of action in the event of a data breach. Businesses need to understand the impact of the CCPA, as well as new state and federal laws that are likely to follow. It is important for businesses to take steps necessary to comply with these evolving laws and challenges," said **Michael R. Cohen**, privacy attorney at Lathrop GPM. Cohen is the primary author of this guide.

The 2020 guide is free and available from Lathrop GPM by calling 612-632-3000 or from the Minnesota Department of Employment and Economic Development by calling 651-259-7474 or emailing [deedmnsbao@state.mn.us](mailto:deedmnsbao@state.mn.us).

A PDF version is also available online.