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## IN THE NEWS

# Lathrop GPM Partner Tedrick Housh Quoted by 1851 Franchise on Data Privacy's Impact on Franchising

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Data privacy is a growing concern for businesses worldwide, and the franchising sector is no exception. With an increasing number of state and international laws governing data privacy, *1851 Franchise* recently spoke with Lathrop GPM Partner Tedrick Housh as one of two experts to help franchisors navigate the complex legal landscape to ensure compliance and that they protect customer data.

One of the most stringent and oft-cited laws is the [California Consumer Privacy Act \(CCPA\)](#), which sets a high bar for compliance. "Under the law, businesses must navigate whether they control the franchisee and whether they share common branding. If not, sharing data with franchisees could be considered a 'sale' under CCPA," said Housh. This distinction is crucial, as non-compliance can lead to significant liabilities.

Read more in the article here: [The Impact Data Privacy Laws Will Have On Franchising](#)

## Related People

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