California Practice Guide
PRIVACY LAW

CHAPTERS 1-12
TABLES & INDEX

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ABOUT THE AUTHOR



Joseph W. Guzzetta specializes in privacy law at Stinson LLP, located in San Francisco. Admitted to practice in California and Washington, D.C. for almost two decades, he regularly advises and represents clients in privacy and information security matters and privacy aspects of corporate transactions. He also has extensive experience acting as first chair trial counsel in litigation, including litigation involving privacy law compliance, throughout California's state and federal courts.

Mr. Guzzetta also is an author and blogger on privacy-related topics, and he routinely speaks on issues related to California privacy law. He is an IAPP Certified Information Privacy Professional for the U.S. Private Sector (CIPP/US) and the European Union (CIPP/E), a Certified Information Privacy Manager (CIPM), and has been instrumental in developing strategies and templates for complying with the disclosure requirements under the California Consumer Privacy Act of 2018 (CCPA).

Mr. Guzzetta received his J.D. from New York University School of Law in 2004, where he was named a Robert McKay Scholar. Prior thereto, he attended the University of California at Santa Cruz where he received highest honors in economics and legal studies and college honors from Kresge College, and was elected to Phi Beta Kappa.

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PREFACE

This Practice Guide is meant to be a comprehensive guide to California's civil privacy laws. It largely excludes federal privacy statutes and regulations (except when they are referenced by or incorporated into California law), and it does not include criminal privacy laws (for example, California's Electronic Communications Privacy Act, which sets forth standards related to the issuance of search warrants and guidelines regarding reasonable expectations of privacy for search and seizure purposes).

It can be a challenge deciding what constitutes a "privacy law" and distinguishing between criminal and civil privacy statutes. The lines, however, had to be drawn somewhere or this Practice Guide would not be useful. Thus, the focus is on laws that restrict the collection, disclosure and use of consumer personal information. Also included are laws that require consumers be informed concerning the disclosure and use of their personal information, as well as laws that give consumers an opportunity to prohibit disclosure of their personal information.

I would like to thank everyone who helped me write this Practice Guide. Specifically, I want to extend my thanks to Sunny Huo for his support and guidance, Will Stern, a brilliant class actions lawyer and author of the The Rutter Group's *Bus. & Prof.C. §17200 Practice,* for his guidance and endless willingness to provide extremely helpful suggestions, and my dear friend Evelina Manukyan, an extremely talented privacy lawyer, for her advice and hours of discussion. Without Sunny, Will and Evelina, this Practice Guide would not have even made it to the proposal stage. Finally, I would like to thank Dan Frechtling of Boltive, Inc., for his help on Chapter 4.

This Practice Guide is an evolving work. It will be updated annually to keep track of current developments in the law, as well as emerging trends and approaches. Your comments for future revisions are most welcome.

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DEDICATION

This book is dedicated to my endlessly patient wife, Shannon, my amazing son, Joshua Aiden, and my beautiful daughter, Savannah Mae.

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