

What the Heck is GPC (Global Privacy Control), and Why Does the California Attorney General Care?

Webinar
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10:00 a.m. - 11:00 a.m. PT
12:00 p.m. - 1:00 p.m. CT
1:00 p.m. - 2:00 p.m. ET

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The California Attorney General has been issuing dozens, if not hundreds, of letters asserting violations of the CCPA's Do Not Sell requirement based on the failure to recognize signals from a new third-party plugin called GPC. There is only a 30 day window to cure if you receive a letter before an enforcement action is initiated. We will answer your questions about what GPC is, how to satisfy this demand (and do it within 30 days), and the consequences for not doing so.

Presented by

- **Craig Cardon**, *Privacy & Cybersecurity Team Leader*, Sheppard Mullin
- **Rachel Tarko Hudson**, *Retail, Fashion & Beauty Team Leader*, Sheppard Mullin

California

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Attorneys

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