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Jon Farnsworth Authors Law360 Article on First CCPA Enforcement Case

Spencer Fane attorney Jon Farnsworth discussed the recent move by the California Attorney General to settle the first-ever California Consumer Privacy Act (CCPA) enforcement case involving Sephora Inc. for $1.2 million in an article published by *Law360*.

In his article, Sephora CCPA Settlement's Warning Extends Beyond Calif., Jon explains that because collecting data has become risky for any business, all companies should promptly reassess their data privacy and collection procedures.

Jon said, "Even if a company does not believe it is subject to the data privacy laws, at the bare minimum and to help reduce potential exposure if a regulator disagreed, companies should ensure easy ways for consumers to opt out of information collection and sales, easily understand what information businesses collect on them, and understand how tracking technologies are used."

At Spencer Fane, Jon assists clients with all aspects of business and technology law, from mergers and acquisitions to brand and intellectual property rights protection and digital transformations, including cloud software environments and data privacy compliance.

To read the full article, please click here. Please note, a subscription may be required.