



## CPRA Rivals GDPR's Privacy Protections and Emphasizes Consumer Choice

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Akin Gump published a client alert on the newly passed Proposition 24, the California Privacy Rights Act (CPRA), which is the second time in two years that California has instituted a comprehensive privacy statute that fundamentally changes data privacy practices for most enterprises doing business in California. The CPRA builds on many of the provisions of the California Consumer Privacy Act of 2018 but the differences between the two statutes are significant. Several of the new CPRA provisions are based on General Data Protection Regulation (GDPR) principles. While balancing transparency, choice and flexibility for technological development, the CPRA also contains unique elements that set it apart from any privacy statute in the world. To read the full alert, please click [here](#).

### Categories

State Privacy Policy

Consumer Privacy

CCPA

GDPR

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