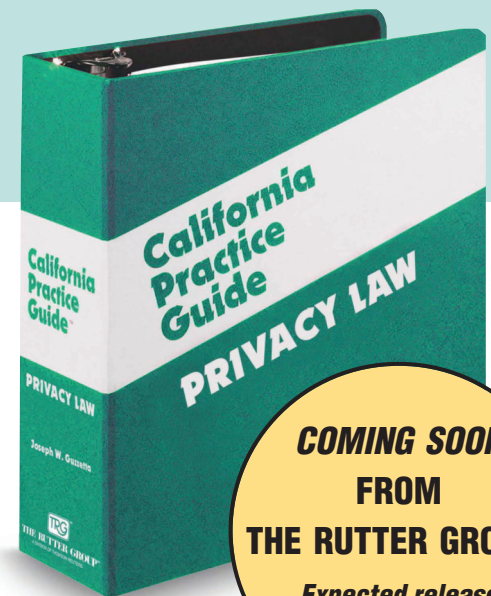


PRIVACY LAW

by Joseph W. Guzzetta

The Rutter Group's *California Practice Guide: Privacy Law* is the definitive guide to privacy law in California. California privacy law is national (and international) in scope and reach, affecting all California residents and any business that has customers in the world's fifth largest economy. *California Practice Guide: Privacy Law* provides an in-depth treatment of California's civil privacy laws, including a comprehensive chapter dedicated to the California Consumer Privacy Act of 2018 (CCPA), California's sweeping new privacy law that will go into effect on January 1, 2020. The CCPA imposes strict privacy requirements on business, provides consumers with broad rights relating to access to and control of their personal data, and reaches businesses across the nation and world. *California Practice Guide: Privacy Law* provides a detailed guide to everything you need to know about the CCPA and the rest of California's complex privacy regime.



**COMING SOON
FROM
THE RUTTER GROUP!**
*Expected release
Early 2020*

**For more information, call
1-800-747-3161 (Ext. 2)**

CONTENTS

- Overview of California privacy laws
- Constitutional and common law privacy
- California Consumer Privacy Act of 2018
- Online/technology privacy laws
- Financial privacy laws
- Health-related privacy laws
- Employment privacy laws
- Credit-related privacy laws
- Insurance privacy laws
- Educational privacy laws
- Vehicle-related privacy laws
- Miscellaneous privacy laws

AUTHOR



JOSEPH W. GUZZETTA
Severson & Werson, P.C.

JOSEPH W. GUZZETTA, CIPP/US, is an attorney who practices at Severson & Werson, P.C. in San Francisco, California. Mr. Guzzetta's practice is focused on litigation and counseling clients regarding compliance with state and federal privacy laws, including the Bank Secrecy Act, the Gramm-Leach-Bliley Act, and since June 2018, the California Consumer Privacy Act of 2018 ("CCPA"). He has extensive experience drafting CCPA disclosures and helping clients prepare for the implementation of the new privacy law. In addition, Mr. Guzzetta counsels clients in responding to data breaches and other data security events, including managing litigation and reputational risk, working with cyber-insurance carriers and complying with state data breach notification statutes. Mr. Guzzetta also has extensive experience acting as first chair trial counsel in trials in front of California juries. He has a sixth sense for how juries will view particular parties and fact patterns, and has taken over 10 jury trials to verdict in California in the last five years, without a single loss.

Mr. Guzzetta is the author of the first comprehensive guide to compliance with the CCPA. He also regularly blogs regarding privacy law, the CCPA and pending privacy legislation, and he publishes articles on privacy-law-related topics. Finally, Mr. Guzzetta frequently speaks at industry conferences and events regarding privacy and data-security-related topics. Before joining Severson & Werson in 2012, Mr. Guzzetta practiced law at Skadden, Arps, Slate, Meagher & Flom, LLP and Gibson, Dunn & Crutcher, LLP, both in Palo Alto, California.