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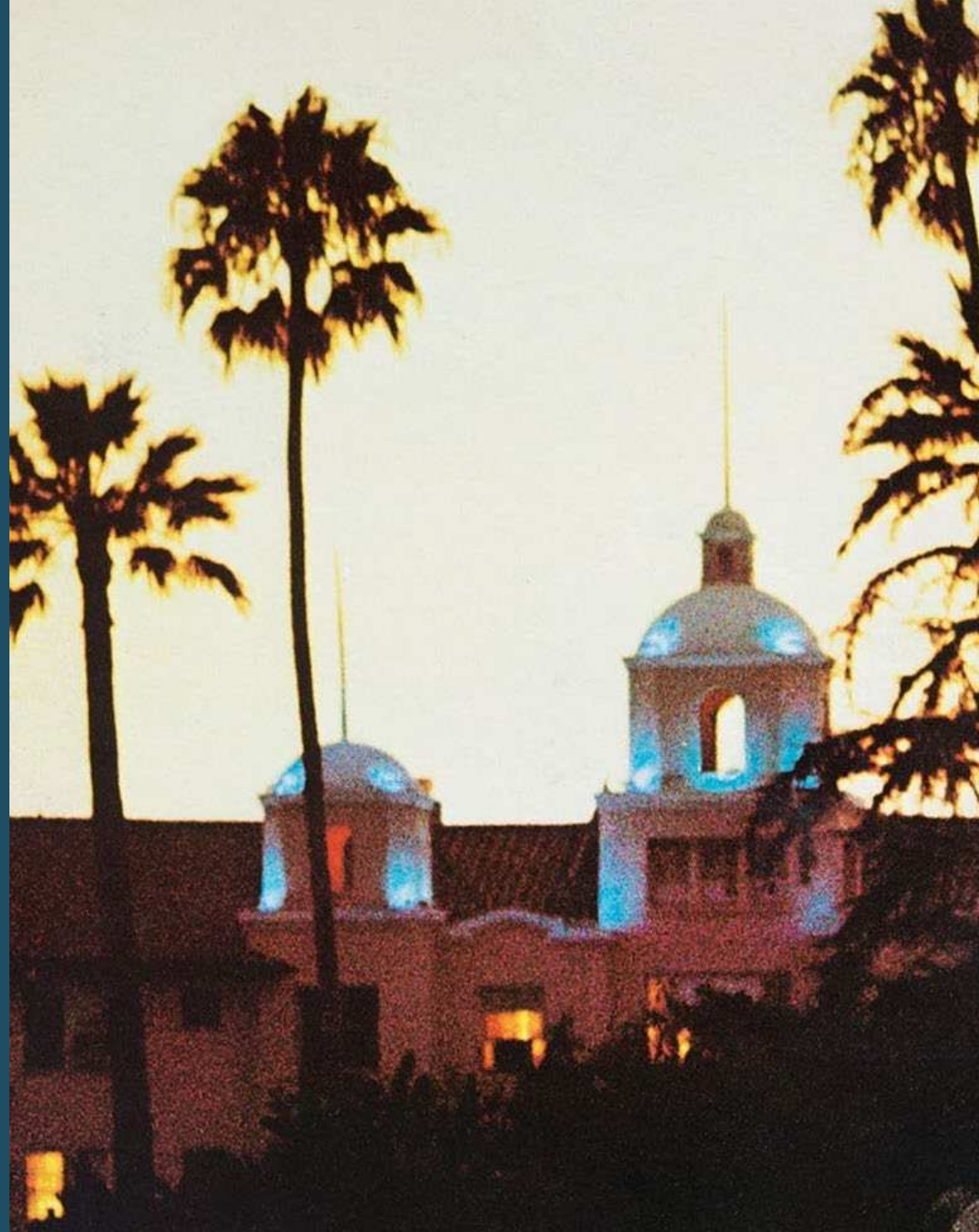
LIVING IT UP IN PRIVACY LAW CALIFORNIA

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Thomas Cioce, NFL
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UT LAW | CLE

34TH ANNUAL TECHNOLOGY
LAW CONFERENCE



The Panel



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Vinson & Elkins
Established 1917

Applicability Criteria (On a dark desert highway...)

A for-profit entity that collects consumers' personal information, determines purposes and means of processing consumers' personal information, conducts business in California, and satisfies at least one of following thresholds:

- Has annual gross revenues in excess of \$25 million;
- Annually buys, receives for its commercial purposes, sells, or shares for commercial purposes, the personal information of 50,000 or more consumers, households, or devices; or
- Derives 50% or more of annual revenue from selling consumers' personal information.

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Title search: Living it Up in Privacy Law California: Hot Topics in CCPA and CPRA

Also available as part of the eCourse

[Emerging Laws and Trends in Privacy and Data Protection \(2021\)](#)

First appeared as part of the conference materials for the
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"Living it Up in Privacy Law California: Hot Topics in CCPA and CPRA"