

Vinson & Elkins

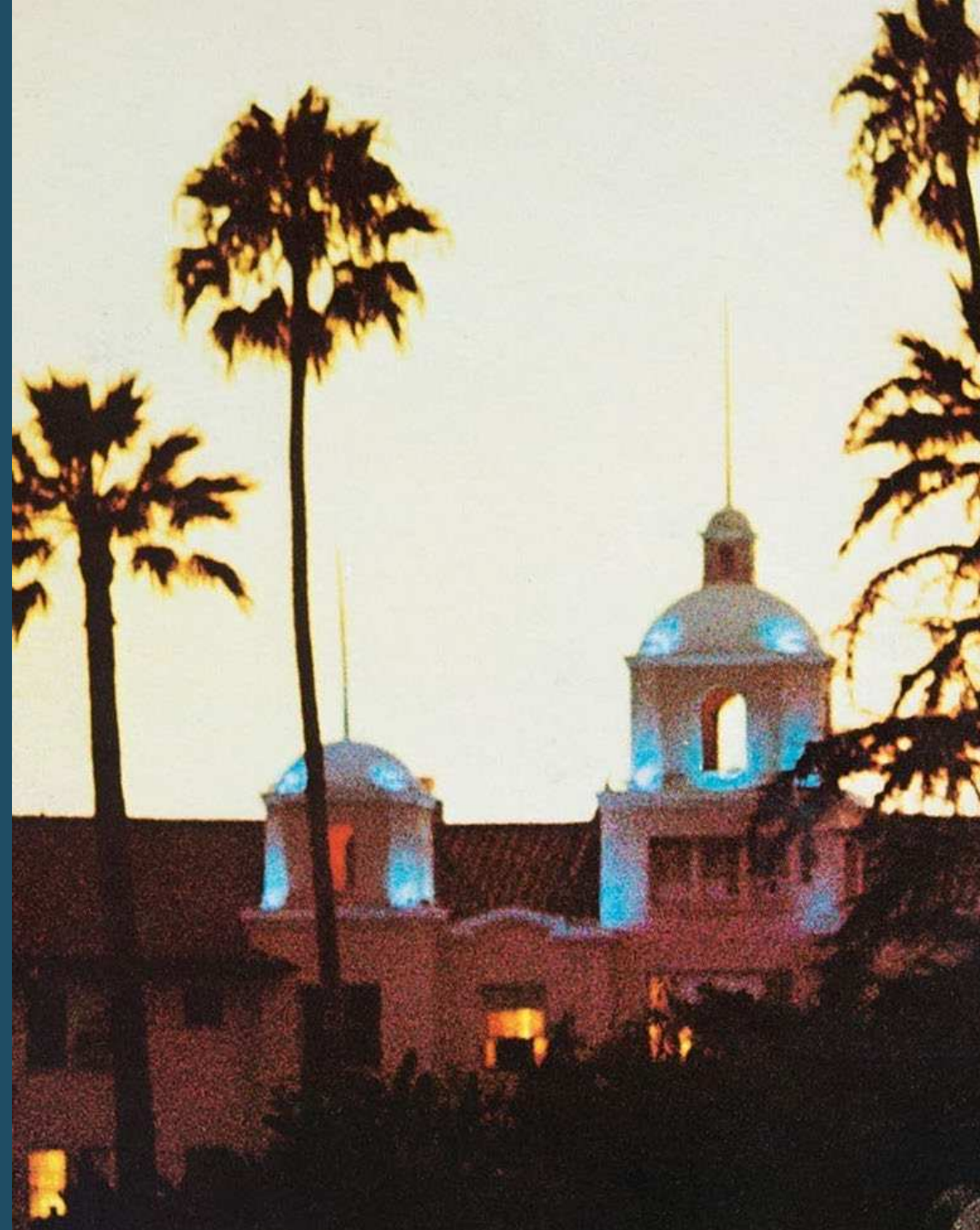
# LIVING IT UP IN PRIVACY LAW CALIFORNIA

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David Manek, Ankura

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UT LAW | CLE

34<sup>TH</sup> ANNUAL TECHNOLOGY  
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# The Panel



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Senior Managing  
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Technology Transactions  
Partner



## 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 consumer households, or devices; or
- Derives 50% or more of annual revenue from selling consumers' personal information.

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