California Lawmakers Pass Sweeping Online Privacy Legislation

California has passed a new law that will give state residents the most sweeping online privacy rights in the nation—and hand tech companies some of the strictest rules in the process. State lawmakers on Thursday passed the California Consumer Privacy Act, which will allow consumers to ask companies what data they collect and also give… https://www.adweek.com/digital/california-lawmakers-pass-sweeping-online-privacy-legislation/