

**Jennifer Urban (Berkeley Center for Law and Technology)**

**Title:** “The CCPA and the CPPA: California as a Vanguard for Consumer Privacy”

**Abstract:** Americans face unprecedented threats to their personal privacy. Today, data collection on a massive scale fuels new methods for monitoring and monetizing consumers’ behavior. Our personal information feeds algorithms that decide everything from what ads we see to life-changing credit, housing, and hiring evaluations. In recent years, multiple states have moved to address these threats and protect their residents’ privacy. In California, the California Consumer Privacy Act of 2018, gives residents have important privacy protections—protections expanded by California voters themselves in a 2020 ballot initiative. In addition to creating further consumer rights, the initiative also created the **California Privacy Protection Agency**, the first data protection authority in the United States. What is the nature of these developments, and what do they mean for Californians and others? This talk will discuss California’s protections and place them in the broader context of rapid growth in data collection and use and responses by lawmakers, regulators, and data subjects.

**Bio:** Jennifer M. Urban was appointed by California Governor Gavin Newsom in March 2021 to be the inaugural Chairperson of the California Privacy Protection Agency Board. Urban is a Clinical Professor of Law at the University of California, Berkeley School of Law, where she is Director of Policy Initiatives at the Samuelson Law, Technology & Public Policy Clinic and a faculty co-director of the Berkeley Center for Law and Technology. Prior to joining Berkeley Law, Urban founded and directed the USC Intellectual Property & Technology Law Clinic at the University of Southern California, Gould School of Law. Before that, she was the Samuelson Clinic’s first fellow and an attorney with the Venture Law Group in Silicon Valley. She holds a B.A. in biological science (concentration in neurobiology and behavior) from Cornell University, and a J.D. (with law and technology certificate) from Berkeley Law.

