

What does the CCPA's "purpose limitation" mean for businesses?

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IAPP Privacy Advisor

In a provision that has not yet received much attention, the California Consumer Privacy Act imposed the fair information principle of "purpose limitation" on businesses subject to the law. As we explain below, this provision and the way the California Attorney General's Office has sought to implement it may have important consequences for businesses when evaluating whether the personal information they have collected from consumers can be used for purposes not specifically contemplated at the time of collection.

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