

Insights

## WHAT IS THE MAXIMUM PENALTY THAT MAY BE ASSERTED BY THE CALIFORNIA ATTORNEY GENERAL FOR A VIOLATION OF CCPA?

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### **\$7,500 per violation.**

There is no private right of action for violations of the CCPA related to an individual's right to be forgotten. The CCPA provides that the maximum fine that may be imposed by the Attorney General is \$7,500 "for each intentional violation."<sup>1</sup> That said, it remains to be seen how such "violations" will be computed by the Attorney General.

*For more information and resources about the CCPA visit <http://www.CCPA-info.com>.*

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This article is part of a multi-part series published by BCLP to help companies understand and implement the General Data Protection Regulation, the California Consumer Privacy Act and other privacy statutes. You can find more information on the CCPA in BCLP's [California Consumer Privacy Act Practical Guide](#), and more information about the GDPR in the American Bar Association's [The EU GDPR: Answers to the Most Frequently Asked Questions](#).

1. CCPA, Section 1798.155(b).

### **RELATED PRACTICE AREAS**

- Data Privacy & Security
- California Consumer Privacy Act
- General Data Protection Regulation

## MEET THE TEAM



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