

California Consumer Privacy Act 2020 and Other Legislation



The California Consumer Privacy Act (CCPA) is scheduled to go into effect in 2020. There are still amendments being introduced to help hammer out the details but we expect this to be similar to GDPR in many ways. In addition to the CCPA, New York has begun the process of creating a privacy framework which could potentially be more challenging. The NY legislation is in early stages so we don't yet know what impact this will have or the specific details for compliance. The market research industry continues to push for and support a national privacy framework but too little effort by Congress on this matter leaves us less than confident of a solution in the near-term. For those who are interested in reading about the CCPA- <https://oag.ca.gov/privacy/ccpa>.

Census Citizenship Question



The Supreme Court ruled against including the citizenship question on the 2020 census. The Insights Association had joined others in opposing the citizenship question, not on political grounds but rather to ensure maximum response and representation of all groups. Census information is used in a variety of ways and is critical to ensuring accuracy with research sampling.

Faxing for Recruitment



It has been common practice over the years for recruitment companies to include faxing to physicians' offices and other medical facilities as part of their recruitment plan. The success of this strategy varied but apparently it's no longer being done. The issue was brought in a few discussions and apparently there are legal challenges and the potential of a class action lawsuit being filed by a couple of law firms. Whether the legal challenges for solicitation are warranted in any way or not, the potential for legal action has led partner organizations to discontinue the practice.