



Highlights this week include a Senate Judiciary antitrust hearing and updates from California.

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News of Interest

- [Everything You Need To Know About CCPA – For Now](#), *AdExchanger*, September 16, 2019
- [Nevada's New Privacy Law Will Go Into Effect Next Month: Are You Ready?](#), *National Law Review*, September 13, 2019
- [FTC Beefing Up Its 'Big Tech' Probe as Other Policymakers Join Assault](#), *MultiChannel*, September 16, 2019

Word on the Street

- The movie industry's chief lobbying and trade associations, the Motion Picture Association of America and its international sister, the Motion Picture Association, have unified under one name: [The Motion Picture Association](#).

Upcoming ANA Events

- [Legal Affairs Committee Meeting](#) – October 16, 2019, New York, N.Y.
- [Brand Activation Legal Committee Webinar](#) - October 17, 2019
- [ANA/BAA Marketing Law Conference](#) – November 4 – 6, 2019, San Diego, Ca.

Federal Affairs

[Antitrust Remains at Forefront During Senate Judiciary Subcommittee's Hearing](#)

On September 17, 2019, the Senate Committee on the Judiciary's Subcommittee on Antitrust, Competition Policy, and Consumer Rights held a hearing entitled "Oversight of the Enforcement of Antitrust Laws."

Topics discussed in the hearing included antitrust investigations into technology companies, Federal Trade Commission (FTC)/Department of Justice (DOJ) resources, "zero pricing" industries, the FTC's Technology Task Force, digital marketplaces, and cooperation between the FTC, DOJ, and the states. Joseph Simons, Chairman of the FTC, and Makan Delrahim, Assistant Attorney General, Antitrust Division of the DOJ, were the hearing's witnesses.

For a detailed recap of the hearing please click [here](#).

State Affairs

[Recap of Activity in Sacramento](#)

As we have previously reported, the CA Legislature passed several [amendments](#) to the CCPA before adjourning on September 13th. While the legislature's work may have ended for 2019 (more on that later), the CCPA is far from settled law.

The California Attorney General must now undertake an extensive [rulemaking](#) as mandated by the CCPA. Once the AG publishes proposed regulations a 45-day comment period will commence. The CCPA becomes enforceable by the California AG on July 1, 2020 or 6 months after the AG completes his rulemaking, whichever comes first.

While the current session of the CA Legislature has finished its work, legislative changes for CCPA are sure to arise again next year. To this point, Senate Majority Leader Bob Hertzberg has sent a letter to the Secretary of the Senate that made known that he "intends to pursue clarifying amendments when the Legislature convenes in January."

[California Passes Data Broker Registration Law](#)

California became just the second state in the nation, after Vermont, to pass a law requiring specified businesses to register as data brokers. The bill, which has an extraordinarily broad definition of "data broker," must be signed into law by the Governor of California no later than October 13, 2019.

For a detailed summary of the law please click [here](#).

[State Legislative Weekly Tracker](#)

Click [here](#) for a summary report of this week's legislative activity in the states.

Contact Us

If you have questions on any of the issues mentioned in the ADviser, please feel free to contact ANA's Government Relations team in Washington, D.C.:

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