



Darcey Groden Weighs in on New Privacy Regulations Proposed by the California Consumer Protection Agency

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In an interview with *SHRM*, **Darcey Groden** unpacks what employers should know about new regulations proposed by the California Consumer Protection Agency. The regulations, part of the state's 2020 privacy laws, would prohibit so-called dark patterns, and efforts to obtain private data online in ways that are sometimes deemed manipulative or intentionally confusing. The regulations would also make it much easier for the state to investigate businesses.

Darcey explains, "Not only will the agency be able to open an investigation based on information from sworn affidavits under penalty from the general public, but it will also have the power to initiate an investigation based on referrals from other government agencies, private organizations, and even non-sworn or anonymous complaints."

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Darcey M. Groden, CIPP/US
Associate
858.597.9627
[Email](#)

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