

# Privacy Enforcement By California Attorney General's Office

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California takes citizen privacy rights seriously.

That's the unmistakable message communicated by a recent [announcement](#) that the Office of the Attorney General of California is creating a Privacy Enforcement and Protection Unit.

In this age of digitized information and online communication, privacy rights are of special interest as the ease with which sensitive personal information can be created, collected, copied and disseminated has increased dramatically.

A slew of federal and state laws protect citizen and consumer privacy. In addition, the Constitution of the State of California provides that all people have the inalienable right to privacy.

The Privacy Enforcement and Protection Unit will, according to the announcement, "focus on protecting consumer and individual privacy through civil prosecution of state and federal privacy laws." The laws at issue relate, among other things, to:

- . . . Cyber privacy
- . . . Health privacy
- . . . Financial privacy
- . . . Identity theft
- . . . Government records
- . . . Data breaches

The most important aspect of the Attorney General's action may be the signal it sends that the government is becoming more active in enforcing privacy rights, a task that until now has often been left to plaintiff's lawyers.

Link to original article: <http://commercialcounselor.com/privacy-enforcement-by-california-attorney-generals-office/>

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