



Partner Becki Kuehn quoted in Auto Remarketing article on CCPA

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On July 8, *Auto Remarketing* quoted Hudson Cook Partner Becki Kuehn in an article discussing what debt collectors should know about the California Consumer Privacy Act (CCPA). CCPA gives Californians the right to find out what personal information a business is collecting on them and the ability to opt out of certain sales of their personal information. It was signed into law on June 28, 2018 and is set to go into effect on January 1, 2020.

According to Becki, debt collectors gathering data from various sources should determine whether the data they are obtaining is exempt from coverage under the CCPA, she said. "The first step is, you've got to figure out what kind of data you have." To do that, debt collectors should take a data inventory. To take a data inventory, debt collectors should look at different types of data they are collecting, such as whether they are getting a skip trace product from vendor A, updated phone listings from vendor B and asset searches from vendor C. Also, the collector might have looked at social media and other sources. Then the debt collector should look at each of those sources and determine how each of them is regulated.

Becki Kuehn is a partner in the firm's Washington, D.C. office and chair of the firm's Credit Reporting, Privacy, and Data Security Practice Group. Becki counsels financial institutions, consumer reporting agencies, service providers, and others in complying with consumer financial laws and prohibitions against unfair, deceptive, or abusive trade practices. She is an experienced advocate and litigator, representing clients before federal and state agencies and the courts, particularly the Federal Trade Commission and Consumer Financial Protection Bureau, in investigations and other proceedings. Becki will be participating on the "Data Privacy meets Regulatory Oversight in Debt Collection" panel at the Automotive Intelligence Summit in Raleigh, NC on July 24.

[Click here](#) to read the *Auto Remarketing* article.

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