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TECHNOLOGY MARATHON

New State Consumer Privacy Laws

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Agenda

- Latest CCPA/CPRA regulations
- The California Privacy Rights Act
- Virginia's Consumer Data Protection Act
- Colorado's Privacy Act
- Utah's Consumer Privacy Act
- Connecticut's Data Privacy Act
- Iowa's Consumer Data Protection Act
- Comparison of privacy laws in California, Virginia, Colorado, Utah, and Connecticut
- Compliance best practices in an evolving privacy landscape
- What's next in privacy legislation

The CCPA



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Moving Closer to GDPR

- The CCPA incorporates elements from
 - The GDPR
 - Existing California privacy laws such as the California Online Privacy Protection Act and California Civil Code § 1798.81.5 (California’s “reasonable security” law)
- The California Privacy Rights Act (CPRA) adds additional privacy protections more closely aligned with GDPR
- Other new state privacy laws generally follow the CCPA/CPRA template, with some variations
 - Republican-led states such as Utah and Iowa have adopted more business-friendly privacy laws, incorporating terms consistent with the CCPA, but without many of the more consumer-oriented terms of the CPRA

CCPA Privacy Rights Overview



Right to know specific pieces of personal information (PI) collected about the consumer in the preceding 12 months



Right to delete personal information



Right to opt out of sale of personal information



Right to a website privacy policy that describes how to exercise these privacy rights

The CPRA

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California Consumer Privacy Rights Act (CPRA)

CPRA “CCPA 2.0” Ballot Initiative passed on November 3, 2020 (effective January 2023, with enforcement commencing July 1, 2023)

- Adds protections for “sensitive personal information”
- Adds right to opt out of “sharing” of data, not just “selling” of data
 - Sharing includes cross-context behavioral advertising
- Adds the right to correct inaccurate PI
- CCPA’s partial exceptions for employees, applicants, officers, directors, contractors, and business representatives were extended only through January 1, 2023
- Extends lookback period for requests to know beyond 12 months

California Consumer Privacy Rights Act (CPRA) (cont.)

- Adds requirements for businesses to protect PI
 - Minimizing data collection
 - Limiting data retention
 - Protecting data security
 - Privacy risk assessments and cybersecurity audits
- Expands the private right of action to cover (1) nonredacted and nonencrypted information; **and** (2) email addresses with a password or security question and answer that would permit access to the account (*this second category is new*)
 - **NEW:** Security measures implemented after a breach do not constitute a cure of that breach
- Establishes California Privacy Protection Agency to enforce CCPA, as now amended by the CPRA

CPRA Regulations Finalized

- On March 30, 2023, the California Office of Administrative Law approved the California Privacy Protection Agency's regulations to implement the amendments in the CPRA (the Regulations).
 - By far the most comprehensive, consumer-oriented privacy law in the United States
- One of the key new topics is how businesses offer and process consumer requests to opt out of selling and sharing
- Many CPRA topics are still not addressed: employment and B2B data exceptions, cybersecurity audits, retention, and privacy risk assessments
- A second set of CPRA regulations is still in the pre-rulemaking stage
 - Will address automated decision-making (ADM)
 - Preliminary comments were due on March 27

Focus on Consumer-Friendly Privacy Options

- **The Regulations emphasize that methods for submitting CCPA requests and obtaining consumer consent must:**

- Be easy to understand
- Provide “symmetry in choice”

- **What is symmetry in choice?**

- Example: A request to opt in to the sale of PI that provides the choices “Yes” and “Ask Me Later” is not equal or symmetrical because there’s no option to opt out
- A symmetrical choice would be “Yes” or “No”

Avoid Dark Patterns

The Regulations require that privacy choices be “easy to execute,” not adding unnecessary burden or friction to a CCPA request process

- **Example:** When clicking a “Do Not Sell or Share My Personal Information” link, the consumer should not be required to search or scroll through the entire privacy policy to locate the opt-out request mechanism
- Link should go directly to the opt-out mechanism or to the provisions in the privacy policy that explain how to exercise the right

Use of “dark patterns” will not constitute consumer consent

- A user interface is a dark pattern if it has the effect of substantially subverting or impairing user autonomy, decision-making, or choice, regardless of the business’s intent
- **Example:** If a business offers choices in the order of “Yes” then “No,” it may be a dark pattern if the order is switched to “No” then “Yes” when asking the consumer to make a choice that would benefit the business

The Average Consumer's Expectations

- Regulations provide that a business's collection, use, retention, and/or sharing of a consumer's PI must be reasonably necessary and proportionate to achieve the purposes for which the PI was collected or processed
 - Must be consistent with ***what the average consumer would expect*** when the PI was collected
- This standard becomes critical because the Regulations require the consumer's explicit, opt-in consent before collecting, using, retaining, and/or sharing the PI for unrelated or incompatible purposes

Is the CPRA Moving From Opt-Out to Opt-In?

- Example: An online retailer collects PI from consumers who buy its products.
 - Retailer provides a consumer's name, address, and phone number to a delivery company
 - Consistent with reasonable consumer expectations because it's necessary for shipping the product to the consumer
 - Retailer uses consumer's PI to market other products of the retailer
 - This use of PI would not be necessary and proportionate, or compatible with the consumer's expectations
 - Retailer would have to obtain the consumer's **explicit consent** before engaging in this marketing activity
 - This is a significant departure from FTC privacy principles, which would generally permit a business to merely provide a privacy policy that informs the consumer of these sorts of marketing activities, without obtaining opt-in consent

Downstream Obligations

The Regulations expand the required terms for agreements between a business and service providers, contractors, and third parties

- **Example:** Businesses are strongly incentivized to conduct due diligence of service providers and contractors
- A business that never enforces the terms of the contract or exercises its rights to audit or test the service provider's or contractor's systems might not be able to rely on the defense that it did not have reason to believe that the service provider or contractor intended to use PI in violation of the CCPA

Contracts with service providers and contractors must specify the business purpose for which PI is being disclosed

- A description "in generic terms" is not sufficient
- Could require amendment of certain downstream agreements

Behavioral Advertising Opt-Out

- CPRA expands consumer right to opt-out to include “sharing” as well as “sale”
- New definition of “sharing” includes sharing, renting, transferring, or communicating PI to a third party for “cross-context behavioral advertising”
 - Whether or not for monetary or other valuable consideration
- “Cross-context behavioral advertising” means the targeting of advertising to a consumer based on the consumer’s personal information obtained from the consumer’s activity across businesses, distinctly branded websites, applications, or other services
 - OTHER THAN the business, distinctly branded website, application, or service with which the consumer intentionally interacts
- The Regulations provide that an entity that contracts with a business to provide targeted ads cannot be a service provider, even with a valid DPA in place, and that sharing is subject to the opt-out for sale of PI

Privacy Notice



Regulations require that where a third party controls the collection of personal information, then both the business and the third party must provide a notice at collection, but the notices may be combined into a single notice (Note that Service Providers are not “third parties” here).

This may apply to third parties who set cookies on the business’s website.



The Regulations also require that the privacy notice specify the length of time that the business intends to retain ***each category of PI***

If that is not possible, the privacy notice must state the criteria used to determine the period it will be retained

Request-to-Know Lookback Period

- A consumer will have the right to make a request to know that extends earlier than 12 months preceding the request
 - Potentially extends lookback period to the start of the relationship with the consumer
 - The business must comply unless doing so “proves impossible or would involve a disproportionate effort”
- The Regulations provide that if a business determines that looking back beyond 12 months is impossible or involves disproportionate effort, such business:
 - Must provide the consumer with a “detailed explanation” that includes enough facts to give the consumer a meaningful understanding of the business’s decision
 - Cannot simply state that it is impossible or requires disproportionate effort

Status of Employment and B2B Exceptions

- The CPRA extended the CCPA's exceptions for employment and B2B data until January 1, 2023
- However, the exceptions ***expired on January 1.***
- Employees, job candidates, and B2B contacts are now “consumers” under the law and have the same rights as all other consumers
- Employee and job candidate policies must explain how they can exercise those rights
- General privacy policy can either include B2B contacts in with other consumers, or it can include a separate section (especially helpful if their personal information is handled differently and/or kept in a separate database)
- This makes California an outlier compared with other state consumer-privacy laws

Automated Decision-Making by Employers

- The CCPA's upcoming regulations regarding ADM will apply in the employment context unless the CCPA expressly exempts it
- California's Civil Rights Department is also considering ADM rules
 - CA Civil Rights Council recently voted to start the rulemaking process
 - Businesses will be able to participate in a 45-day public comment period after the Council's Algorithm and Bias Committee transmits an Initial Statement of Reasons and other documentation to the Office of Administrative Law
- Employers that use ADM tools should monitor these parallel regulatory processes to ensure that they are aligned and not overly burdensome

Virginia's Consumer Data Protection Act



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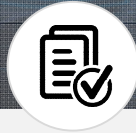
Virginia's Consumer Data Protection Act (VCDPA)

- Virginia's privacy law went into effect on January 1, 2023
- The VCDPA now applies to businesses that:
 - Operate in Virginia or produce products or services that are targeted to Virginia residents and that either:
 - Control or process the personal data of at least 100,000 Virginia residents during a calendar year, or
 - Control or process the personal data of at least 25,000 Virginia residents and derive at least 50% of their gross revenue from the sale of personal data
- Applies to brick-and-mortar businesses, not just the collection of personal data electronically or over the internet
- Does not apply to employment-related data or B2B transaction data

Virginia Privacy Rights Overview



Right to access
personal data



Right to correct
inaccuracies in
personal data



Right to delete
personal data



Right to data
portability



Right to opt out of
targeted advertising
and sale of personal
data



Consumer right to appeal
a controller's response to
a consumer request

Enforcement of Virginia's Privacy Law

There is no private right of action under the VCDPA (even for data breaches)

The VA Attorney General will have exclusive authority to enforce the VCDPA, subject to a 30-day cure period

Violators are subject to civil penalties of up to \$7,500 for each violation

Colorado's Privacy Act



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The Colorado Privacy Act (CPA)

- Colorado's privacy law will go into effect on July 1, 2023
- The CPA will apply to businesses that:
 - Conduct business in Colorado or produce or deliver commercial products or services that are intentionally targeted to residents of Colorado and:
 - Control or process the personal data of at least 100,000 Colorado residents during a calendar year, or
 - Derive revenue or receive a discount on the price of goods or services from the sale of personal data and process or control the personal data of 25,000 consumers or more.
- Grants attorney general rulemaking powers, and draft regulations have been issued
- Does not apply to employment-related data or B2B transaction data
- Applies to nonprofit entities

Colorado Privacy Rights Overview



Right to access
personal data



Right to correct
inaccuracies in
personal data



Right to delete
personal data



Right to data
portability



Right to opt out of
targeted advertising
and sale of
personal data



Consumer right to appeal
a controller's response to
a consumer request

Enforcement of Colorado's Privacy Law

There is no private right of action under the CPA

Provides for broad enforcement authority to the CO Attorney General and district attorneys, subject to a 60-day cure period

Violators are subject to civil penalties of up to \$20,000 for each violation

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Utah's Consumer Privacy Act



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The Utah Consumer Privacy Act (UCPA)

- Utah's privacy law will go into effect on December 31, 2023
- The UCPA will apply to businesses that:
 - Conduct business in Utah or produce a product or service targeted to Utah residents;
 - Have annual revenue of \$25 million or more; **and either:**
 - Control or process the personal data of at least 100,000 Utah residents during a calendar year, or
 - Derive more than 50% of gross revenue from the sale of personal data and control or process personal data of 25,000 consumers or more.
- Does not apply to employment-related data or B2B transaction data
- No requirement that businesses conduct data-protection assessments

Utah Privacy Rights Overview



Right to access personal data



Right to delete personal data that the consumer provided to the controller



Right to data portability that the consumer provided to the controller



Right to opt out of targeted advertising and sale of personal data



No right to correct inaccuracies in personal data



No requirement that controllers provide appeals process

Enforcement of Utah's Privacy Law

There is no private right of action under the UCPA

Provides for broad enforcement authority to the UT Attorney General, subject to a 30-day cure period

Violators are subject to civil penalties of up to \$7,500 for each violation

Connecticut's Data Privacy Act



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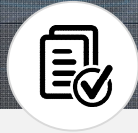
The Connecticut Data Privacy Act (CDPA)

- Connecticut's privacy law will go into effect on July 1, 2023
- The CDPA will apply to businesses that:
 - Conduct business in Connecticut or produce or deliver commercial products or services that are intentionally targeted to residents of Connecticut and:
 - Control or process the personal data of at least 100,000 Connecticut residents during a calendar year, *excluding residents whose personal data is controlled or processed solely for the purpose of completing a payment transaction*; or
 - Control or process the personal data of 25,000 or more Connecticut residents, or where the business, derives more than 25% of their gross revenue from the sale of personal data.
- Does not apply to employment-related data or B2B transaction data
- Does not apply to nonprofits

Connecticut Privacy Rights Overview



Right to access
personal data



Right to correct
inaccuracies in
personal data



Right to delete
personal data



Right to data
portability



Right to opt out of
targeted advertising
and sale of
personal data



Right to appeal a
controller's response to
a consumer request

Enforcement of Connecticut's Privacy Law

There is no private right of action under the CDPA

Provides for broad enforcement authority to the CT Attorney General, subject to a 60-day cure period (cure period sunsets December 31, 2024)

Violators are subject to civil penalties of up to \$5,000 for each willful violation

Iowa's Consumer Data Protection Act



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The Iowa Consumer Data Protection Act (ICDPA)

- Iowa's privacy law will go into effect on January 1, 2025
- The ICDPA will apply to businesses that:
 - Conduct business in Iowa or produce a product or service targeted to Iowa residents; and ***either:***
 - Process the personal data of at least 100,000 Iowa residents during a calendar year; or
 - Process the personal data of at least 25,000 Iowa residents and derive more than 50% of gross revenue from the sale of personal data during a calendar year
- Does not apply to employment-related data or B2B transaction data
- No requirement that businesses conduct data-protection assessments

Iowa Privacy Rights Overview



Right to access personal data



Right to delete personal data that the consumer provided to the controller



Right to data portability that the consumer provided to the controller



Right to opt out of the sale of personal data



No right to correct inaccuracies in personal data




Right to appeal a controller's response to a consumer request

Enforcement of Iowa's Privacy Law

There is no private right of action under the ICDPA

Provides broad enforcement authority to the Iowa Attorney General, subject to a 90-day cure period

Violators are subject to civil penalties of up to \$7,500 for each violation



Comparison of Data Privacy Laws in California, Virginia, Colorado, Utah, Connecticut, and Iowa

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Data Subject Rights

| DATA SUBJECT RIGHTS | IA CDPA | CT DPA | UT PA | CO PA | VA CDPA | CA CPRA |
|---|---------|---|------------------------------------|--------------------------------|---|------------------------------------|
| Access | Yes | Yes | Yes | Yes | Yes | Yes |
| Correct | No | Yes | No | Yes | Yes | Yes |
| Delete | Yes | Yes (data provided by or obtained about consumer) | Yes (data collected from consumer) | Yes (data concerning consumer) | Yes (data provided by or obtained about consumer) | Yes (data collected from consumer) |
| Portability | Yes | Yes | Yes | Yes | Yes | Yes |
| Opt Out of Sale | Yes | Yes | Yes | Yes | Yes | Yes |
| Opt Out of Behavioral/ Targeted Advertising | No | Yes | Yes | Yes | Yes | Yes |
| Nondiscrimination | Yes | Yes | Yes | Yes | Yes | Yes |
| Appeals Process | Yes | Yes | No | Yes | Yes | No |

Controller Obligations

| Controller Obligations | IA CDPA | CT DPA | UT PA | CO PA | VA CDPA | CA CPRA |
|--|--|--|--|--|--|---|
| Data Minimization | No | Yes | Yes | Yes | Yes | Yes |
| Purpose Limitation | No | Yes | Yes | Yes | Yes | Yes |
| Security Requirements | Yes | Yes | Yes | Yes | Yes | Yes |
| Special Requirements for Children's Data | Yes (sensitive data of children under 13 years of age) | Yes (sensitive data of children under 13 years of age) | Yes (sensitive data of children under 13 years of age) | Yes (sensitive data of children under 13 years of age) | Yes (sensitive data of children under 13 years of age) | Yes (sale of PI of children under 16 and 13 years of age) |
| Privacy Notice | Yes | Yes | Yes | Yes | Yes | Yes |
| Data Protection Assessment | No | Yes | No | Yes | Yes | Yes – submitted to the CA Privacy Protection Agency |

Sensitive Data

- The laws in Virginia, Colorado, and Connecticut prohibit processing of sensitive data without first obtaining the consumer's consent
 - “Sensitive data” includes (1) personal data revealing racial or ethnic origin, religious beliefs, mental or physical health diagnosis, sexual orientation, or citizenship or immigration status; (2) processing of genetic or biometric data for the purpose of uniquely identifying a person; (3) personal data collected from a known child; and (4) precise geolocation data
 - “Consent” means a “clear affirmative act signifying a consumer's freely given, specific, informed, and unambiguous agreement” to process personal data
- The CPRA, UCPA, and ICDPA contain no comparable opt-in requirement
- Consumers have the right to limit the use of their sensitive PI by submitting a request to a business under the CPRA, UCPA, and ICDPA

Advertising

- The Virginia, Colorado, Utah, and Connecticut laws grant consumers the right to opt out of, and require controllers to disclose, the processing of personal data for purposes of targeted advertising
 - “Targeted advertising” means “displaying advertisements to a consumer where the advertisement is selected based on personal data obtained from a consumer’s activities over time and across nonaffiliated websites or online applications to predict such consumer’s preferences or interests”
- There is no comparable requirement in the ICDPA
- The CPRA addresses “cross-context behavioral advertising,” which means the “targeting of advertising to a consumer based on the consumer’s personal information obtained from the consumer’s activity across businesses, distinctly-branded websites, applications, or services, other than the business, distinctly-branded website, application, or service with which the consumer intentionally interacts”
- The CPRA treats the sharing of PI for the purpose of cross-context behavioral advertising in the same way as a “sale” of personal information under the CCPA

Responding to Consumers' Requests to Know

- All of the state consumer-privacy laws except Iowa's require controllers to respond within 45 days of receipt of an authenticated consumer request, which may be extended for an additional 45 days if reasonably necessary
 - Businesses responding to requests by Iowa residents have 90 days to respond, which can be extended for an additional 45 days if reasonably necessary
- The Virginia, Colorado, Connecticut, and Iowa laws also obligate controllers to establish a process for consumers to appeal the refusal to take action on a request
 - Controllers must respond within 45 days (CO) or 60 days (VA, CT, IA) of a receipt of a consumer appeal
 - Under the Virginia, Connecticut, and Iowa laws, if the appeal is denied, the controller must inform the consumer how he or she can submit a complaint to the state attorney general

Responding to Consumers' Requests to Know, cont.

- There is no comparable mandatory appeal process in the CCPA, CPRA, or UCPA
 - Instead, the CCPA and CPRA require businesses that don't take action on a consumer request to inform the consumer of the reasons for not taking action and any rights the consumer *may* have to appeal the decision
 - The UCPA requires businesses that don't take action on a consumer request to inform the consumer of the reasons for not taking action but does not require businesses to inform consumers of appeal rights
- California consumer requests to access data can “look back” at data collected by a business on or after January 1, 2022

Looking Ahead



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What's Next in Privacy Legislation?

◆ WSJ NEWS EXCLUSIVE **TECH**

Congress to Take Another Swing at Privacy Legislation

March 25, 2022

House and Senate aides expected to meet in another bid to forge a bill to put restrictions on data gathering

TECH

Online Privacy Protections Gain Traction With Lawmakers, Tech Industry

April 26, 2022

Disclosures of social-media harms to young people put pressure on Congress, tech companies to safeguard personal information

What's Next in Privacy Legislation?

TECHNOLOGY

Bipartisan draft bill breaks stalemate on federal data privacy negotiations

Leaders of key House and Senate committees have compromised in a draft bill released today.



What's Next in Privacy Legislation?



Federal action?

- The United States still does not have an all-encompassing federal data privacy law
- Several federal bills have been proposed over the years, but none have been successful
- **American Data Privacy Protection Act** introduced in May 2022 has bipartisan support
 - Limited private right of action and limited preemption
 - Chances for passage are unclear as it appears to lack key support

What's Next in Privacy Legislation? (cont.)

Indiana, Montana, and Tennessee could become the next states with consumer privacy laws and nearly a dozen other states are actively debating a comprehensive privacy law



- On April 11, 2023, the Indiana legislature voted to approve Senate Bill 5, modeled on the other state privacy laws, which will take effect July 1, 2026 if enacted.
- On April 21, 2023, the Montana legislature voted to approve Senate Bill 384, modeled after the CTDPAs, which will take effect October 1, 2024 if enacted.
- On April 21, 2023, the Tennessee legislature voted to approve the Information Protection Act, modeled on the other state privacy laws, which will take effect July 1, 2025 if enacted.

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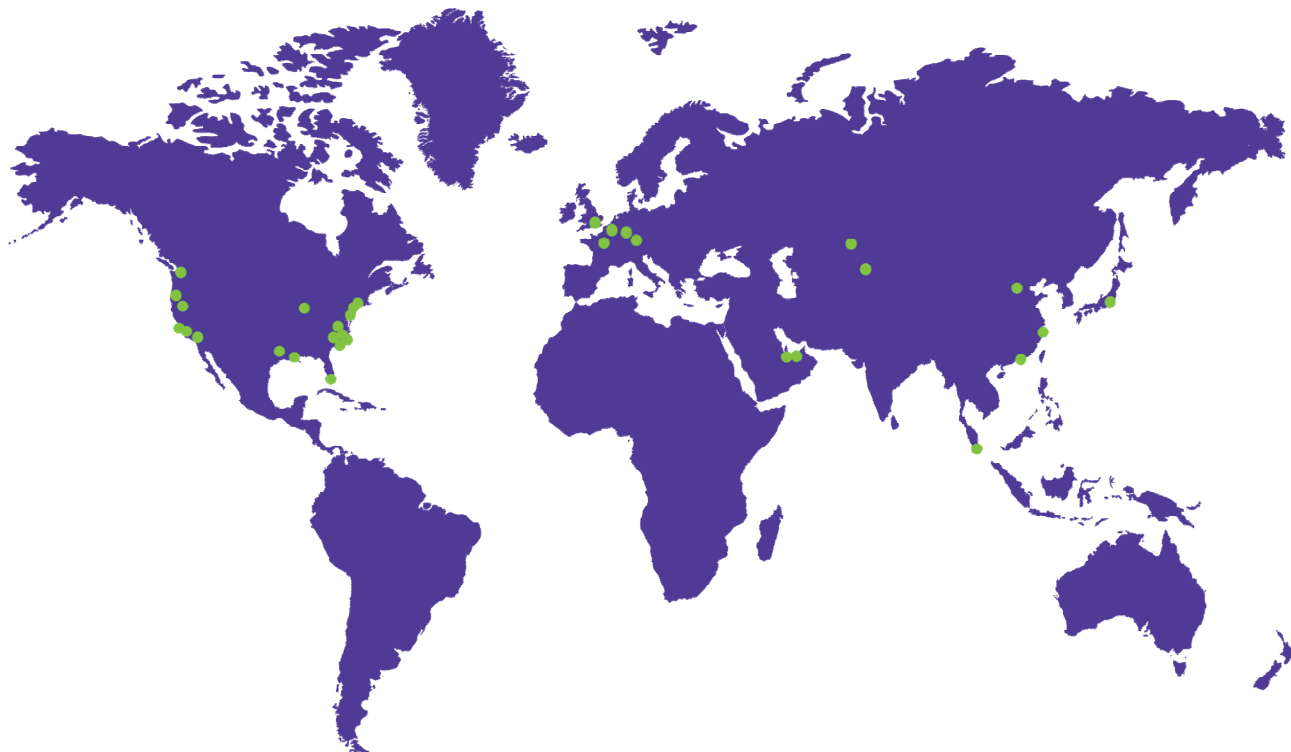
Terese M. Schireson represents clients in diverse areas, including complex commercial disputes, class action lawsuits, and white collar litigation, in state and federal courts throughout the United States. Terese also counsels consumer-facing clients on issues such as retail operations and compliance, marketing and advertising, and privacy and cybersecurity. Terese primarily assists clients in business litigation matters involving breach of contract, unfair competition, fraud, and consumer protection claims. She also has experience in qui tam actions brought under the False Claims Act. Terese serves clients across diverse industries, including the retail, energy, technology, and healthcare sectors.

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