

FOR IMMEDIATE RELEASE

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NORTHWOODS AND GODFREY & KAHN, S.C. OFFER FREE WEBINAR TO HELP ORGANIZATIONS PREPARE FOR CALIFORNIA'S NEW PRIVACY LAW (CCPA)

September 18, 2019, 10-11 a.m. CST

September 4, 2019 – Northwoods, a Shorewood, WI-based digital agency and software developer, and Godfrey & Kahn, S.C., one of Wisconsin's most respected law firms, are teaming up to offer a free webinar to help companies better understand and prepare to comply with California's new online privacy law. The California Consumer Protection Act, or CCPA, will take effect Jan. 1, 2020.

The webinar, "What You Need to Know to Comply with California's New Privacy Law (CCPA): Understanding the Legal and Digital Implications," will be held on Wed., Sept. 18, 10-11 a.m. CST.

Companies that do business in California and meet certain criteria must comply with the new law. CCPA requires organizations to let consumers know what data is being collected about them online, provide a way for visitors to opt-out from all or partial data collection and/or the sale of personal data, honor requests for data deletion, and keep an audit trail.

During the webinar, Northwoods' digital marketing experts and Godfrey & Kahn's data privacy attorneys will share a brief overview of CCPA compliance regulations, the steps you need to take to become compliant, why organizations should be paying close attention to online privacy, and a demo of a new tool that makes meeting CCPA and other online privacy laws – both current and future – easy.

Compliance and legal officers, digital marketers, chief marketing officers, webmasters, IT personnel, and anyone who collects or manages personal data via the web is encouraged to attend.

"If your organization isn't affected by online privacy law regulations right now, it's just a matter of time," says Patrick Bieser, president and founder of Northwoods. "All organizations – whether for-profit or not-for-profit – need to stay on top of what's happening in this fast-moving space so they can effectively prepare to comply with current and new privacy laws."

To learn more and register for this free webinar, visit www.learnatnorthwoods.com.

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ABOUT NORTHWOODS

Northwoods was founded in 1997 and specializes in digital strategy, website design and development, custom software development, data privacy and security, WCAG 2.1 compliance, and digital marketing consulting and services. Today, we have more than 800 clients around the globe, from non-profit organizations to industrial manufacturers. Learn more about Northwoods at www.northwoodsoft.com.

ABOUT GODFREY & KAHN, S.C.

Godfrey & Kahn provides high-level service and creative legal solutions to its clients. For 60 years, our attorneys and staff have been guided by five core values originally set forth by our founders: A focus on our clients' success, trust in one another and our clients, a culture of teamwork that helps us achieve more together, a work ethic to achieve whatever is possible, and an integrity that keeps us focused on the right thing to do for our clients, our employees and our communities. Learn more about Godfrey & Kahn at www.gklaw.com.