

About this fourth edition, contributors and your guide

Since the third edition of this Field Guide went to print in 2017, privacy laws changed significantly around the world. In Europe, the General Data Protection Regulation (GDPR) took effect on 25 May 2018 with ever more rigid data minimization rules, extended administrative, technical and organizational requirements, and draconic fines. In June 2018, California enacted the California Consumer Privacy Act (CCPA), a novel and extremely broad and prescriptive law against data selling that was first promoted outside the legislature as a ballot initiative for all California voters and triggered frantic legislative activity also in other states and on the federal level; Maine and Nevada already followed with their own state laws against data selling. In August 2018, India introduced a new bill and Brazil enacted its first data protection law, both modeled after the GDPR. Meanwhile, the People's Republic of China focuses on cybersecurity regulations to protect national security, and measures to support artificial intelligence, social scoring and Internet monitoring.

Data protection authorities around the world are increasing their audit and enforcement activities. Russia has been actively blocking and sanctioning companies that fail to comply with its data residency laws. In the United States, plaintiffs' lawyers are bringing numerous class action lawsuits based on data privacy and security claims against companies and the government.

These developments required numerous updates, additions and changes to this Field Guide even though much of the practical guidance and the general direction remain steady. Additional versions of this book have been published in Chinese, German, Japanese and Russian languages. French, Italian, Portuguese, Spanish, Turkish and Vietnamese versions are in the works. I am grateful for the interest and feedback from readers of the first three editions of this book, as well as valuable edits and input from contributors, including Bethany Lewis, Dr. Ron A. Dolin, Diana Francis, Prof. Susan Freiwald, Emmanuel Fua, Sarah Jain,

Dr. Sebastian Kraska and Dr. Christoph Rittweger. The author takes sole responsibility for any errors and omissions.

I have been practicing and teaching international data privacy, commercial and intellectual property law for more than 20 years, qualified in Germany and California, with Baker McKenzie LLP in San Francisco and Palo Alto, California since 1999, when I also qualified for tenure as a law professor at Freie Universität Berlin and joined the Association of German Public Law Professors. I have been teaching Data Privacy Law, Computer Law and Internet Law, since 1994 at Freie Universität Berlin, Germany, since 2004 at the University of California, Berkeley School of Law, and also at Hastings College of the Law (since 2010), Stanford Law School (2011) and at the University of San Francisco School of Law (from 2000 to 2005) and first introduced data privacy law courses to the regular curriculum of four of these fine law schools. I have published more than 150 articles and treatise contributions as well as five books, including California Privacy Law – Practical Guide and Commentary (3rd Edition, 2018).

Welcome to the field and happy trails!

Lothar Determann, 1 November 2019