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Privacy & Cybersecurity

## Rogers quoted in Legal Tech's Predictions for Privacy in 2020

### *Legal Tech*

Michael Best Partner Elizabeth Rogers was quoted in the *Legal Tech's* article "Legal Tech's Predictions for Privacy in 2020."

### **Legal Tech's Predictions for Privacy in 2020**

*It's not just the CCPA. Privacy concerns are poised to play a big part in legal practices in 2020, as regulations and new risks put privacy at the forefront.*

While the California Consumer Privacy Act (CCPA) may be the big story in privacy entering 2020, it's not the only story. Biometric protection laws promise to be a whole new front for litigation. Big Tech and social media companies continue to come under fire for how they're handling customer data. And a whole rash of states (and even the country?) may follow in California's footsteps, creating a privacy patchwork similar to what exists for data breach notification.

Privacy concerns aren't going away any time soon, and lawyers and technologists agree that it's one of the biggest paradigm shifts that will need to be confronted in 2020 and beyond. Here's what they think are some of the biggest risks and opportunities to watch for this upcoming year.

*This is the third in a six-part series of 2020 predictions from Legaltech News. Earlier this week, we ran experts' predictions for e-discovery and the CCPA in 2020. Check back on tomorrow for our predictions for cybersecurity in 2020. The quotes below are in alphabetical order by name, and some have been edited for length.*

**Elizabeth A. Rogers, partner, Michael Best:** "In 2020, California will continue to pioneer changes in privacy laws at the state level, across the United States. Not only will the California Consumer Privacy Act dramatically upset the litigation status quo when it starts being enforced next July, but also it will continue to be the blueprint for other Democratic state legislatures who opt to pass their own law

due to impatience with the inertia in Congress. Meanwhile, company boards know that they can no longer afford to take a wait and see approach because they have seen the consequences suffered by other companies who did so when the GDPR became effective. Fellow corporations got fined and fellow corporate board members started being held financially responsible for breaches. As other regulations roll out through 2020, many companies will be crushed by fines and be forced out of business, through sheer violations and in the absence of a breach, and these events will motivate the onlookers into making compliance with privacy laws a top level priority.”

To read the entire article, [click here](#).

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