



LOS ANGELES AREA
CHAMBER OF COMMERCE



INNOVATION & TECHNOLOGY

Chair: Mike Silacci, AT&T
Vice Chair: Eugene Chi, Microsoft Corporation
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Northridge

INNOVATION & TECHNOLOGY COUNCIL

August 20, 2019

10-11:30 a.m.

1. WELCOME AND SELF-INTRODUCTIONS

2. PRESENTATION:

Cybersecurity 101

Presenter: Myron LaCome, Independent Associate with IDShield

Now more than ever, cybersecurity loopholes and data breaches in governments and businesses are leaving many wondering how vulnerable they are to a cyberattack. Mr. LaCome will walk through simple and effective ways to protect yourself and your business, plus impactful policies affecting cybersecurity.

3. ANNOUNCEMENTS:

- Start-Up LAunch Update
- Tech Talent Pipeline Update
- Policy Update

4. UPCOMING EVENTS:

- State of Infrastructure – Wednesday, November 6th at Hotel Indigo

Next Meeting

Tuesday, October 15th, 2019 | 10 a.m. – 11:30 a.m.



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Myron LaCome
Independent Associate
IDShield

Myron LaCome, is an alumnus of the College of Business and Economics at Cal State LA. Currently he is an independent associate with IDShield, the preeminent personal defense against identification theft. He has also worked as a consultant for the Internal Auditor department at Farmers Group, Inc., an Advisory consultant at Deloitte & Touche, and spent time as a Senior Analyst for Warner Brothers in Financial Compliance. In addition to his experience in IT General Controls, Myron has 10-years of risk mitigation experience, working with IT networks and applications. He has attained a Master of Science in Accountancy, a Bachelor of Science in Computer Information Systems and holds the Certified Information Systems Auditor certification.

In his free time, Myron enjoys experiencing new restaurants, traveling and spending time with friends and family.

August 12, 2019

Senator Toni Atkins
Senate President Pro Tempore
State Capitol, Room 205
Sacramento, CA 95814

RE: California Consumer Privacy Act

Dear Senator Atkins,

California has made great strides in protecting privacy with the California Consumer Privacy Act (CCPA). However, this new law will create some unintended consequences for small businesses if legislative fixes are not made. When the CCPA passed last year, the legislature recognized that it would be necessary to address a number of flaws, and that cleanup legislation would be necessary this year to fix these issues before the law takes effect in just a few months.

We encourage legislative leadership to adopt these solutions before the end of session. There are serious concerns about compliance burdens for small/medium businesses that do not have the extensive legal or technical resources needed to navigate the confusing and uncertain requirements of the law. We ask that you continue to support small businesses by encouraging these necessary fixes.

- **AB 25 (Chau):** Clarifies that employees or job applicants to a business are not included as “consumers” in the CCPA.
- **AB 846 (Burke, Low, Mullin):** Ensures loyalty and rewards programs can continue by clarifying language in the CCPA.
- **AB 873 (Irwin):** Allows businesses to reasonably meet consumers data requests.
- **AB 874 (Irwin):** The CCPA limits businesses’ distribution of “information lawfully made available from federal, state or local government records.” This limitation is unconstitutional and creates practical problems for businesses that rely on the free flow of public records information, including those involved with real estate, journalism, credit reporting, and many more.
- **AB 1564 (Berman):** Under the CCPA law, all businesses must staff a 1-800 number and an email address for consumers to exercise their privacy rights. AB 1564 clarifies that businesses can instead offer consumers an email, physical address or 1-800 number to ensure consumers can exercise their CCPA rights.

Additionally, we encourage legislative leadership to pursue an “ads fix” solution to address the challenges CCPA has created for digital advertising. Digital advertising is a central part of the modern economy. It offers an affordable and effective way to deliver relevant messages to relevant audiences, and it also supports a host of publishers, content creators, newspapers, and the like that rely on ad revenue to sustain their business model. It is essential that the Legislature

address the definitions of “personal information” in the CCPA with the specific goal of understanding and resolving concerns for the digital advertising space.

If you have questions please contact Olivia Lee, Manager of Public Policy, at (213) 580-7531 or olee@lachamber.com. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Maria A. Salinas". The signature is written in a cursive, flowing style.

Maria Salinas
President & CEO

