



Government Relations Newsletter

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GDPR Update & California Privacy Bill

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The EU Global Data Privacy Regulation (GDPR) outlines the rights of EU subjects (referred to as Data Subjects) with regard to data privacy and the responsibilities of business entities (known as Data Controllers and Data Processors) to ensure that they uphold the Data Subject's rights. This regulation has significant ramifications, as it requires the Data Processors and Data Controllers to have an infrastructure in place to both educate Data Subjects on their rights and facilitate the exercising of those rights.

In June of 2018, California passed AB 375 which is a privacy law modeled after GDPR.

While this law does not take full effect until 2020, it is important to get it on the radar now as it will have ramifications far beyond the borders of California. Below is the jurisdictional language for this regulation:

- All companies that service California residents and have at least \$25 million in annual revenue must comply with the law.
- Companies of any size that have personal data on at least 50,000 people, or that collect more than half of their revenues from the sale of personal data, also fall under the law.
- Companies don't have to be based in California or have a physical presence in California to fall under the law.

[Click here to read ALL the updates on GDPR & the new CA Privacy Bill...](#)

Recent News

 [Visa: Why The US Is Finally Ready For Contactless](#)

 [Holiday Fraud: Online Accounts, Gift Cards, Loyalty Programs](#)

 [Visa, Mastercard Face Next Fight After \\$6.2B Settlement](#)

Upcoming Events



MAC Midwest Regional Training Event

Midwest - Tuesday, November 13, 2018

Location - United States Secret Service

1125 E John W Carpenter Fwy, Ste 300, Irving, TX 75062

Agenda

- Beneficial ownership
- Payment facilitators & ISO oversight
- Chargebacks and the VCR update
- GDPR impacts and updates
- Secret Service session
- Card brand updates
- Fraud trends
- Round table

* The agenda for each of the regional events is subject to change.

To register, please email event@macmember.org



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Your Feedback is Important!

Let us know what you think! Are there other ways you would like to see MAC enhance its presence in Washington or before key state legislative bodies and regulatory agencies? What other merchant issues do you think MAC should work with ETA to address? Would you like to attend the ETA Fly-In next year or get involved in other ETA government relations activities? Contact any of the authors with your thoughts or for more information contact us at info@macmember.org.



