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PROTECTING PRIVACY, NOW MORE IMPORTANT THAN EVER

Brian Kabateck and Evan Zucker of the consumer rights firm Kabateck Brown Kellner in Los Angeles wrote an article that appeared in the December 13, 2011 issue of the Daily Journal that outlined the privacy rights of consumer under California and federal law. California's rules protecting personal health care data are embedded in the Confidentiality of Medical Information Act of 1981 and provide \$1,000 per patient even when there is no proof of injury. Federal protections are contained in the Health Insurance Portability & Accountability Act or HIPPA.

"In this world of increasing online activity, it is more important than ever to ensure that California remains on the forefront of protections for individual personal information through updated privacy regulations," Kabateck and Zucker wrote.