

[China's New National Privacy Law: The PIPL](#) ›

Key takeaways

China's first comprehensive law designed to regulate online data and protect personal information went into effect on November 1, 2021

The law has extraterritorial effect and the potential for hefty fines (up to the greater of 5% of the previous year's revenue or \$7.7 million)

Clients should continue to monitor amendments to the PIPL, its implementing regulations, and relevant enforcement actions, and adjust their practices accordingly, as the current draft of the law has numerous yet-to-be-defined elements

As the world continues to work from home in the wake of COVID-19 and companies lean on online technologies to conduct their businesses and service their customers, China (home to the most online users in the world), is one of the latest countries to pass a new omnibus privacy law. Effective November 1, 2021, despite numerous yet-to-be-defined elements, the Personal Information Protection Law (PIPL) is China's first comprehensive law designed to regulate online data and protect personal information.

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