

The Source

A weekly newsletter for members of the
Electronic Components Industry Association.



Wednesday, October 10, 2018

ECIA Welcomes New Members in September

[Johnson Company](#)
Manufacturer's Rep

[Stan Clothier Company](#)
Manufacturer's Rep

[Traco Power North America](#)
Manufacturer

Upcoming Events

[Executive Conference](#)
October 21-23, 2018
Chicago, IL

[Weekly Economic Trends](#)
[National Association of Manufacturers](#)

Chief economist Chad Moutray provides weekly analysis of key U.S. government economic data and manufacturing industry trends in the [Monday Economic Report](#).

Key Links

www.ecianow.org

www.eciaauthorized.com



California Consumer Privacy Act Expands Consumer Rights Regarding Personal Data



Robin B. Gray, Jr.
ECIA COO & General Counsel

Just when you thought that you were done with compliance with data protection regulations, the State of California recently passed a law which expands consumer privacy protection. The California Consumer Privacy Act of 2018, which takes effect in 2020, is the most stringent privacy protection within the United States. While the law only applies to California companies and those companies doing business in California, the new law is likely to have

broad application throughout the digital world.

The basic premise of the CA Privacy Act, while similar to the General Data Protection Regulation (GDPR), expands consumer rights regarding the collection and protection of personal information. The definition of personal information includes elements of GDPR and adds tracking data and unique identifiers, behavioral and profiling data, and professional data (specifically including employment-related data).

Like the GDPR, the law permits an individual to know what information is being collected about them, with whom that data is being shared and permit data collected about them deleted. The statute adds requirements about the sale/transfer of data to third parties and specifically permits an individual to opt out of data sales to third parties. The Privacy Act, in short, clearly establishes the principle that consumers own and control their personal information. Its greatest impact is likely to affect businesses that monetize personal information by selling such information to third parties.

One unique provision is that the law permits businesses to incentivize consumers who allow for the sale of their personal information. These financial incentives could include a different price, rate, level or quality of goods and services when "reasonably related" to the value provided to the consumer by use of the consumer's data. However, the law adds potentially conflicting language that says businesses cannot discriminate against consumers who opt out.

Provide Guidance to the U.S. Department of Defense (DoD)



Association Connecting Electronics Industries



ECIA has partnered with IPC to provide guidance to the U.S. Department of Defense (DoD) regarding the state of the U.S.

defense industrial base and what changes may be necessary to keep our country and the electronics supply chain secure. The feedback provided by ECIA and IPC will be used by DoD to write a report to Congress regarding the National Defense Strategy. Your input is crucial!

ECIA needs your assistance:

Register for a [FREE ECIA-IPC industry workshop](#) to be held on October 19 in Bannockburn, IL (Chicago). The goal of the workshop is to provide DoD representatives in attendance with feedback on specific questions regarding the manufacturing of electronic components in the U.S. and its implications for national security. Among the likely issues to be addressed are counterfeiting, obsolescence, and lead times. There will be four workshops focusing on the challenges and opportunities facing these key segments of the industry:

- Assembly/EMS
- Printed Circuit Board
- Cable and Connectors
- Passive Components

Please [register for the workshop](#) and lend your voice to these efforts.

ECIA strongly encourages manufacturers of connectors and passive components to register for this event. If you have any questions, please contact [Robin Gray](#) at rgray@ecianow.org.

Executive Conference: *Woo, Wow and Win* Authors

Great Customer Experience Doesn't Just Happen: Learn How to Design One



Thomas Stewart & Patricia O'Connell

ECIA is pleased to bring the latest thinking about customer experience to the 2018 Executive Conference. Patricia O'Connell and Thomas A. Stewart, popular speakers and authors of the best-selling book *Woo, Wow, and Win: Service Design, Strategy, and the Art of Customer Delight*, will explain how you can use service design to make customer experience reliable, repeatable, scaleable, and profitable: the four pillars of success.

Get clear, practical strategies for designing and delivering great customer experiences, from beginning to end.

"Giving customers an experience that delights them is simple - but not easy," says Patricia O'Connell, coauthor of *Woo, Wow, and Win*. "Our goal is to help businesses understand how to use the Five Principles of Service Design so both they and their customers win,

time and again." [Register today](#). Thanks to **Samtec** for their sponsorship of this session.

Did You Know? ECIA Industry Infographics Help You Recruit



A set of infographics are available to assist your team in showing the scope and wealth of opportunity available in the tech sector, and more. The infographics below were developed to provide an overview of the industry, the scope of careers and how ECIA connects its members. Add them on your website, print flyers for career fairs, even post them to your social sites. Visit the [ECIA Our Industry](#) page to access.



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