

What is CPRA?

The **CPRA** (California Privacy Rights Act) is an expansion of the **CCPA** (California Consumer Privacy Act) which seeks to protect more types of privacy information, provide additional rights for consumers, establish an oversight entity, and detail rights specific to minors.

Timeline

- **1st NOV, 2020**- The California Privacy Rights Act (CPRA) was passed as an initiative
- **1st JUL, 2021**- Process for formulating and adopting CPRA regulations began
- **1st JAN, 2022**- PI collection becomes liable under the CPRA
- **1st JUL, 2022**- Deadline for final CPRA regulations to be adopted by the California Privacy
- **1st JAN, 2023**- CPRA enters into full force
- **1st JUL, 2023**- Enforcement of the CPRA begins

Enforcement Authority

California Privacy Protection Agency (**CPPA**) will be the investigative, enforcement, and rulemaking authority

Who All Need To Comply?

- 1- Has an annual gross revenue exceeding \$25 million
- 2- Derives 50% or more of its annual revenues from selling or sharing consumers' personal information
- 3- Buys, sells, or shares the personal information of more than 100,000 consumers or households per year

Consumer Rights

- 1- Right to correction
- 2- Right to know about automated decision making
- 3- Right to opt-out of automated decision making
- 4- Right to limit the use of sensitive personal information (PI)
- 5- Right to deletion
- 6- Rights of minors
- 7- Right to data portability

CPRA Fine

- \$2500 for each unintentional violation
- \$7500 for each intentional violation involving the personal information of a consumer under 16 years of age

CPRA Checklist

- 1- Check if CPRA applies to your agency and its clients
- 2- Update your privacy policy
- 3- Organize your first and third party data
- 4- Update your contracts
- 5- Create an inventory of user's data
- 6- Updates your website(s)
- 7- Label and distinguish your data
- 8- Update consent and opt-in forms
- 9- Create a robust DSAR management system
- 10- Get a Consent Management System in place to automate and streamline the above-mentioned points

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