

Everything you need to know about

CCPA

California Consumer Privacy Act

What is CCPA?

In 2018, California passed legislation, California's Consumer Privacy Act (CCPA), a set of personal data protection laws intended to enhance data privacy rights and consumer protection for residents of California, United States.

Timeline

- 28th June, 2018- Signed into Law
- 1st January, 2020- Came into effect

ENFORCEMENT AUTHORITY

California Office of the Attorney General

500k businesses expected to get affected by it

WHO ALL NEED TO COMPLY?

All organizations (except non-profits) doing business in California who meet the following criteria-

1. Alone or in combination has 50k+ consumers personal information
2. Annual gross revenue is over \$25M or >50% of revenue from selling consumer data of California residents

CONSUMER RIGHTS

1. Right to disclosure
2. Right to access
3. Right to opt-out
4. Right to rectification
5. Right to erasure
- 6 Right to non-discrimination

DATA PROTECTED BY THE CCPA

1. Name, email address, phone numbers, or other similar identifiers
2. Products or services purchased, biometric information, internet browsing activity, specific geolocation data.
3. Professional, employment, or education-related information

CCPA CHECKLIST

1. Update privacy policy with a description of consumer's rights under the CCPA
2. Collect the consent of your audience for further use of their data through a cookie banner and classify that data.
3. Implement internal processes to respond to consumer rights requests.
4. Adopt data privacy best practices and solutions like consenting audience data and DSAR management.
5. Train employees on how to direct consumers to exercise their rights.
6. Build your data privacy strategy with a Consent Management Platform

We've built a secure and seamless tool to collect and manage your website visitors' consent and preferences, all while being compliant with every global data privacy law. Speak to our data privacy professional today!

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