When does CCPA become law?

2020

CCPA becomes law January 1, 2020

Fines and Sanctions

$7,500

Penalties of up to $7,500 per record for intentional violation of any provision of the CCPA.

Who does CCPA affect?

Businesses

For obligated to:

- $25M+
  - Annual gross revenue of $25M+
- 50K+
  - Personal information sought, sold, or shared from 50K+ records
- 50%+
  - 50%+ of annual revenues derived from selling personal information

Who does CCPA affect?

Citizens

Citizens have the right to...

- Know what personal information is being collected.
- Know whether that information is sold or disclosed & to whom.
- Access to information that is collected (within 45 days).
- Request not to have personal data collected.
- Request to have personal data deleted.
- Equal service, even if exercising privacy rights.

Why is this important to you?

California represents the 5th largest global economy (behind the US, China, Japan, and Germany).

How is CCPA different from GDPR?

1. Businesses must be proactive to respond to consumer requests, notices, and information requests.
2. Notice is required before collecting and using personal information for a subject and personal data is used.
3. Management and control of data breaches and data ransom liability to third parties.
4. Businesses must provide a right to financial incentives for commercial data.

What is considered personal data under CCPA?

- Real name, alias, personal ID numbers
- Audio, video, biometric identifiers
- Geo-location
- Browser history
- Online buying patterns
- Educational information
- Professional or employment information
- Inferences drawn from any personal information

Where to start?

- Conduct data privacy assessments, data inventories, and data mapping.
- Update your data usage policies, consent, and opt-in methodologies.
- Identify and ensure sensitive and personal data is managed by policy.
- Understand the process and workflow required to respond.
- Have a common understanding of how the business views data value and monetization.

For more information, visit:

Data Privacy Resources

The Security, Risk, and Governance Website

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