

Know what to expect from the California Consumer Privacy Act 2018

—AB 375



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

Businesses with...

\$25M+

Annual gross revenue of \$25M+

50k+

Personal information bought, sold, or shared on more than 50k individuals

50%+

50%+ of annual revenues derived from selling personal information

Are obligated to:

- **Disclose** what specific personal information is collected.
- **Inform** consumers of the purpose and use of the data collected.
- **Disclose and deliver** personal information collected at no charge upon request from the consumer.*
- **Retain** any personal information collected.
- **Manage and maintain** all personal information collected.
- **Inform** consumers of data breaches.

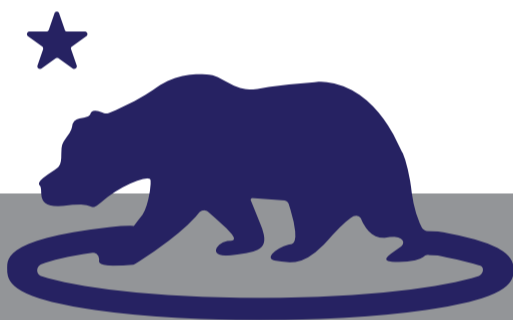


Citizens

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.

* A business that receives a verifiable request relating to the above is obligated (no more than twice in a 12-month period per consumer) to make the disclosure free of charge, within 45 days. whitecase.com/publications/article/ccpa-and-gdpr-comparison-certain-provisions



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

More prescriptive approaches to communication, breach notification, and deletion of PII data.

2

More pronounced definition relating to consumer vs. data subject and personal data itself.

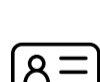
3

Broader exemptions and usage rights for personal data that affects 3rd-party interests.

4

First amendment protection, plus rigid restrictions 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



Companies cannot just expand the coverage of their EU GDPR compliance measures to residents of California.

—Lothar Determann, IAPP

Where to start?



- Conduct data privacy assessment, 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

[View now >](#)



The Security, Risk, and Governance Website

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