



# CCPA

Prepared by Media Matters Worldwide

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# OVERVIEW OF CCPA

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CCPA gives California consumers new privacy rights and places new privacy and security obligations on businesses.

The law becomes effective on January 1st 2020, however enforcement is delayed until July 1st 2020.

The law gives Californians the right to:

1. Know what personal information is being collected about them
2. Know whether their personal information is sold or disclosed and to whom
3. Say no to the sale of personal information
4. Access their personal information

People will need to be able to request this information from your company and be able to receive a response in specific timeframes.

# WHO'S AFFECTED BY CCPA

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Companies that fit the following descriptions have to honor those rights granted to Californians:

1. Businesses with annual gross revenues of at least \$25 million
2. Data brokers and other businesses that buy, receive, sell, or share the personal information of 50,000 or more consumers, households, or devices
3. Business that get the majority of their annual revenue from selling consumers' personal information

# IMPACT OF CA PRIVACY LAW

**Immediate impact:** Companies need to move towards compliance.

**Impact next year:** The final impact of the law is still unclear. However, the advertising industry will be affected and companies will have to comply with the data requests from consumers and data privacy components of the law.

## **Next steps towards compliance:**

1. Consult your legal team about the detailed impact to your business. Let us know if you would like a referral for a CCPA specialized outside counsel
2. Data map: understand the scope of personal information collected, used, and shared via data mapping
3. Examine the impact of consumer data requests, opt-out requests, and deletion requests. Likely some company website updates will be needed to handle these requests
4. Technology changes: plan and implement technology changes to process consumer requests and opt-out rights
5. Policies and procedures: review and update internal policies and procedures to meet business obligations for consumer's rights
6. Look into using a privacy management technology service like OneTrust for CCPA to help expedite the process of compliance. <https://www.onetrust.com/ccpa-compliance/>

# CONTACT

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