

California Consumer Protection Act At-A-Glance

What You Need to Know

The CCPA (AB 375) went into effect **January 1st, 2020**. This legislation allows Californians the ability to request details of their personal data that is saved, and to request a list of all third parties with which the data is shared. While this protects the residents of California, it applies to any companies with California consumers, whether or not they are based there.

The CCPA Applies to Organizations That:

- Have an annual gross revenue of over \$50 million
- Buy, receive, or sell personal information of 100,000+ consumers
- Drive at least 50% of annual revenue from selling consumers' personal information

New Privacy Rights for California Consumers

- Right to Access
- Right to Portability (Secure Data Access Point)
- Right to Opt Out of Personal Data Being Shared and/or Sold
- Right for Collected Personal Data to be Erased

To be considered **compliant** companies must have revised “data inventory and governance systems to support rights requests” for all 2019 data collected.

Follow These Guidelines to Improve Your Data Security Practices:

- ☐ Invest in data security framework processes for your products/services.
- ☐ Invest in certified data-privacy management teams.
- ☐ Synthesize data maps and identify risk points and triggers in your workflows.
- ☐ Install endpoint protections and strong firewall configurations.
- ☐ Encrypt at-rest and in-transit data.
- ☐ Reduce the amount of digitized confidential information in your data inventory.
- ☐ Automate data access processes for consumers.
- ☐ Automate data protection impact and risk assessment processes.
- ☐ Deploy a data breach and incidence response plan.
- ☐ Provide comprehensive training and resources to employees on security best practices.

A comprehensive, end-to-end security team is imperative to becoming and remaining compliant. Your team should consist of experts in each of the following areas: **Privacy and Compliance, Applications and Penetration Testing, and Security Operations and Engineering.**

What You Could Face for Failing to Be Compliant

For each incident reported by the Attorney General: Up to \$7,500 per violation. Companies have 30 days to become compliant after violation is reported, or they will face additional fines per incident (up to \$750). Companies may be forced to cease operations in California and no longer sell to California consumers should they fail to comply. Upon notice of a violation, companies have 10 days to acknowledge and 45 days to appropriately respond.

The CCPA has sparked many other states to begin developing similar legislation. Need help becoming compliant? Contact us to discuss your end-to-end security needs.

GET STARTED

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