

8 Steps to CCPA Compliance



Effective Date: January 1, 2020

What is the California Consumer Privacy Act?

CCPA is the most comprehensive general data privacy bill of its kind to pass in the United States at a state level. It stipulates significantly more transparency for companies and is the toughest privacy law in the U.S. If you're already complying with GDPR, you still have work to do, but you have a head start!

Does it apply to me?

CCPA covers for-profit organizations doing business in California that collect personal information and that meet one of the following criteria annually:

1. Exceed \$25 million in gross revenue.
2. Buy or receive the personal information of 50,000 or more consumers, devices, or households (such as website traffic).
3. Derive 50% or more of their annual revenue from selling consumers' personal information.

Why is this important?

Companies can be assessed civil penalties up to \$2,500 per violation or up to \$7,500 for intentional violations. A violation impacting 10,000 California consumers could carry a penalty of \$25 million for an unintentional violation! In certain data breach scenarios, individuals also have private right of action, with damages ranging between \$100 and \$750.

This can add a hefty \$7.5 million to the \$25 million penalty!

What do I need to do?

Red Clover Advisors has come up with **8 steps** to bring your company into CCPA compliance. First step? Start thinking about your plan now!

8 STEPS

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Need help? Contact us.

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1

Start Now.

The CCPA will take effect January 1, 2020. Don't wait until the holidays; create a plan now that accounts for company meetings, holidays, and other initiatives.



2

Collaborate with your team and come up with a plan of attack.

Identify a lead sponsor and cross-functional team and the resources required to help comply.



3

Get to know your data.

Start the data mapping process. Understand the data you collect that qualifies as personal information under the CCPA.

8

Prepare for the future of privacy laws and regulations.

Already, 10+ states are evaluating a law similar to CCPA. Create adaptive and agile processes to help your company remain both compliant and efficient in the wake of new privacy legislation.

4



Create processes to handle the individual rights of disclosure, access, and deletion.

Transparency is critical under CCPA. An individual has the right to understand details regarding how their data is processed (disclosure), the right to access the categories of PI collected, and the right to deletion.

6

Establish and/or strengthen security measures.

Understand the full lifecycle of a data record. CCPA requires 'reasonable' security measures, and performing a thorough privacy and security assessment for each service provider will help mitigate any mishandling of personal data.



7

Update privacy notices.

Update your privacy notices to specifically state what data is collected, explain the purpose for the data's use, identify third parties with which that data is shared, and communicate the rights available to an individual about their personal data.



5

Create a clear path & process for an individual to opt out of selling PI.

Consent is another key aspect of CCPA. An individual also has the right to **opt out from the sale*** of personal information. Applicable consent applies if selling information of minors.

*selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer's personal information by the business to another business or a third party for monetary or other valuable consideration.

At Red Clover Advisors, we help businesses establish confidence with their customers by developing a secure online data strategy they can count on. Our job is to simplify privacy practices so your business can gain a competitive advantage through trust.

We believe privacy is just good business.

Visit www.redcloveradvisors.com/ccpa for more information on CCPA compliance.

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