

CCPA Cheat Sheet

A quick reference guide for marketers preparing for the California Consumer Privacy Act.

Understanding the CCPA

The CCPA is based on three principles:

Control. Consumers should have control over who can access their information.

Transparency. Consumers should know how companies will use their information.

Accountability. Companies should be held responsible for the misuse of consumers' information.

What's in the CCPA?

Under the CCPA, consumers have new data privacy rights:

The right to knowledge. Consumers have the right to know:

- what information a company is collecting about them
- how that information will be used
- if and with whom that information will be shared

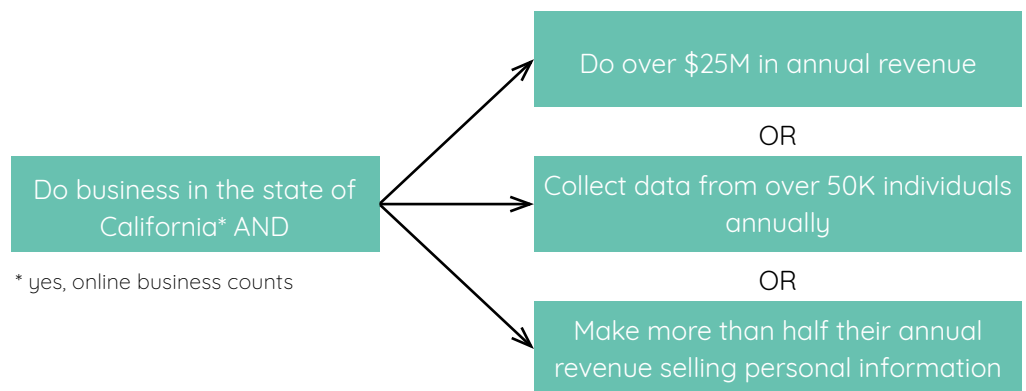
The right to be forgotten. Companies must delete all information they have about a consumer at the consumer's request.

The right to control who has access to their information. Consumers must be able to opt out of the sale of their information to third parties.

The CCPA also makes it easier for consumers to sue if their personal information is released in a data breach.

Who Does the CCPA Apply to?

Companies have obligations under the CCPA if they...



That's an estimated half a million companies in the US alone.

CCPA Timeline

06.28.18

CCPA signed into law

01.01.20

Requirements go into effect

07.02.20

Deadline for CA Attorney General to publish regulations

In effect, the CCPA turns consumer data from a **commodity** into a **privilege** that can be revoked.

What Do Marketers Need to Do to Comply?

Disclosure obligations. Anywhere that personal information is collected, companies must inform consumers:

- what their rights are under the CCPA
- what categories of information they collect
- how the information they collect will be used (including if it will be shared with third parties)
- what categories of information have been shared with third parties in the last year

Information governance. Companies must put in place processes to comply with consumer requests to:

- view all of the information the company has about them
- delete all of the information the company has about them
- opt out of the sale of their information (or in the case of children under 16, to affirmatively opt in)

Companies are required to place a link titled “Do Not Sell My Personal Information” conspicuously on their homepage.

Key Definitions

selling data

any exchange of personal information for money or other valuable consideration

personal information

any information that identifies or relates to a particular consumer, household, or device

What Are the Penalties?

For **noncompliance**, the penalties per violation are **\$2500** (if unintentional) or **\$7500** (if intentional).

If personal information is exposed in a **data breach**, consumers can sue for **\$100-\$750** per incident—or greater if the actual damages exceed \$750.

For more CCPA resources, please visit ccpa.jebbit.com