

America's GDPR? Yes — and No.

By now we're all pretty familiar with the European Union's General Data Protection Regulation (GDPR). But what about the California Consumer Privacy Act (CCPA)?



CCPA



GDPR

Here's your breakdown of how the two stack up.

INTENTIONS

Quick take: comparable



Provide California residents privacy rights regarding their consumer data



Provide EU residents privacy rights regarding their consumer data

FOCUS

Quick take: GDPR is broader



Mainly concerned with restricting the sale of data



Covers **all** data processing

FRAMEWORK

Quick take: GDPR is stricter



Opt-**out** framework (assumes consent for anyone over 16)



Opt-**in** framework (requires explicit consent for any data processing)

RIGHTS GRANTED

Quick take: some overlap



Right to say no to the sale of personal data; right to equal service and price, even if they exercise their privacy rights



Right to rectification; right to restrict processing; right to data portability; right to object; rights in relation to automated decision making and profiling



Right to be informed about what information is collected and what will happen to it; right to access that information; right to delete that information

OVERSIGHT

Quick take: CCPA likely stricter



Active, centralized regulatory body (California Attorney General), plus no ceiling to potential fines



Different bodies responsible for oversight in different countries but generally less active oversight than in the US, plus a ceiling on fines of 4% annual revenue

In sum?

CCPA regulations take effect in January 2020, so you'll want to make sure that you have a data strategy in place that hinges on active consent from consumers **and** lets consumers refuse to allow their data to be sold.

For more information on how to prep for the CCPA, head to ccpa.jebbit.com.