

CCPA & CPRA

READINESS CHECKLIST



What is CCPA?

In June 2018, the California Consumer Privacy Act (CCPA) was signed into law, creating new privacy rights for Californians and significant new data protection obligations for businesses.

The CCPA went into effect Jan 1, 2020. California's Office of the Attorney General has enforcement authority.

Source: IAPP

CCPA → CPRA

The California Privacy Rights Act (CPRA), a ballot initiative that amends the CCPA and includes additional privacy protections for consumers passed in Nov 2020.

The majority of the CPRA's provisions will enter into force **Jan 1, 2023**, with a look-back to Jan 2022.

The CPRA established the California Privacy Protection Agency (CPPA) to implement and enforce the law. The Attorney General also retains civil enforcement authority.

Source: IAPP



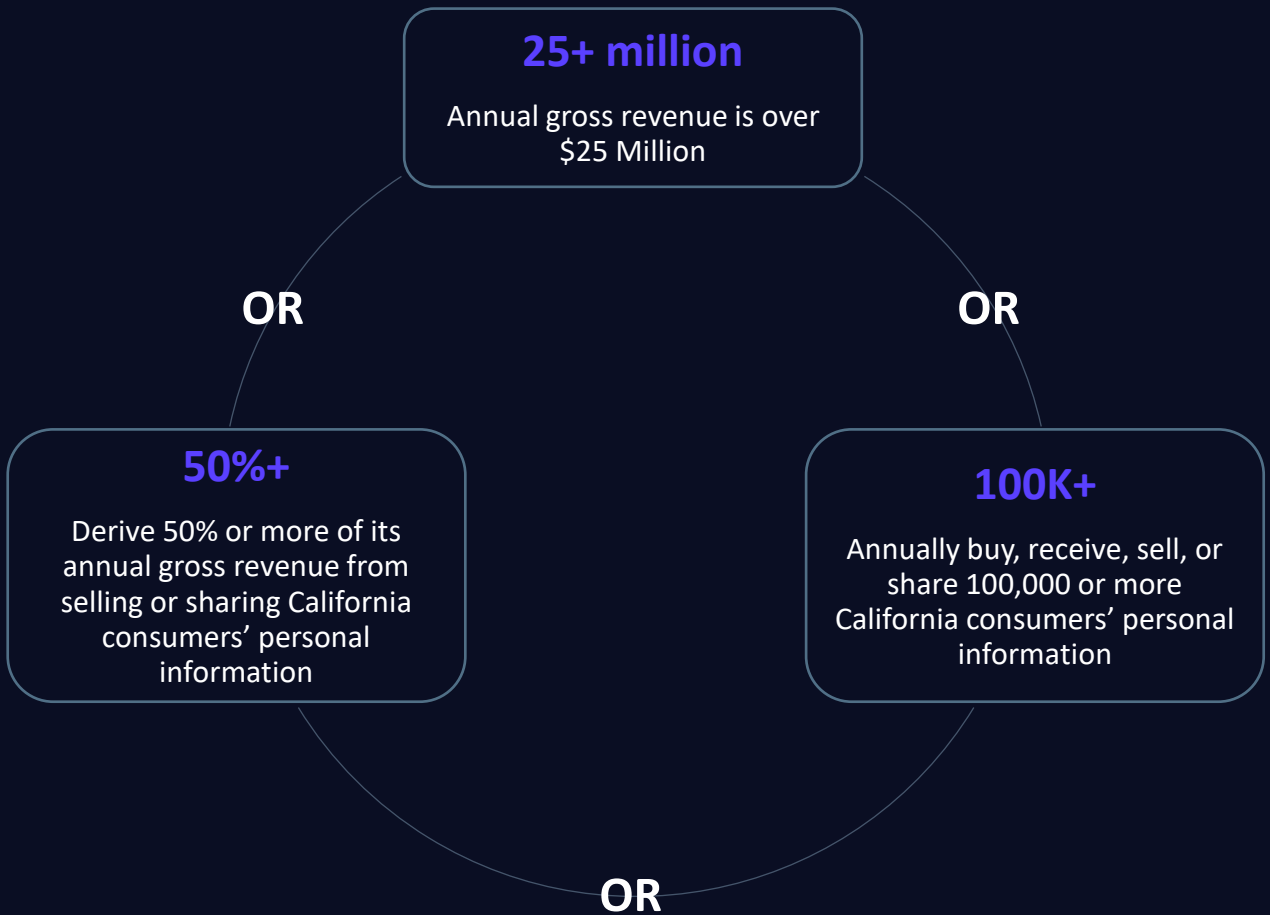
CCPA & CPRA



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Who Will Be Impacted by CCPA & CPRA?

The CPRA essentially applies to any **for-profit organization**, which may do business in the State of California or collects personal information of California consumers, and which meets a few criteria:



Starting Jan 1, 2023, personal information of *employees, job applicants, officers, directors, owners, medical staff members, and independent contractors and prospective business customers, vendors, and suppliers* will be subject to the CPRA, and these individuals will have the **same rights as other consumers**

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Most Impactful Provisions Starting Jan 2023



Sensitive Data

New definition, limits on use and sharing, mandated link or respect of global opt-out



New Enforcement Agency

California Privacy Protection Agency



Expanded Breach Liability

Definition now includes email/password combinations



Audits and Risk Assessments

To be prescribed through regulation for high-risk processing



Automated Decision-Making and Profiling

Restrictions for certain industries



Data Correction

New consumer rights



Children's Data

Strengthened opt-in for sale or sharing and enhanced penalties for violations



Data Retention

Necessity-based limitations



Employee Data

Expanded moratorium



Service Provider / Contractor/ Third Party

New obligations and clarifications

READINESS CHECKLIST

What Does It mean to Be Compliant?

CCPA & CPRA provide consumers with the following rights:

- ▶ Right to Know
 - Know about the categories and specific pieces of personal information collected, retained, shared, and sold by a business
- ▶ Right to Delete
 - Request deletion of personal information
- ▶ Right to Opt-Out
 - Sale and sharing of personal information
- ▶ Right to Opt-In
 - Give a business “prior opt-in consent” before providing personal information as part of a loyalty or rewards program
- ▶ Right to Correct
 - Request to correct “inaccurate” personal information if the business “maintains inaccurate information” about the consumer
- ▶ Right to Limit Use
 - Limit the use of sensitive personal information (SPI) to what is necessary or reasonably expected in order to perform the service or provide the goods
- ▶ Right to Sue
 - Private cause of action for security breach of personal information
- ▶ Right to Non-Discrimination
 - Not to be discriminated or retaliated against for exercising their rights, especially employees and job applicants

READINESS CHECKLIST

CCPA & CPRA Readiness Checklist

The checklist below can be used to determine your organization's CCPA & CPRA compliance readiness

Checklist Item	Yes	No
Determine if CCPA & CPRA are applicable to your organization		
Map and inventory how personal and sensitive information flows throughout your organization		
Create a process to provide to disclose information to consumers		
Create a process for new right to delete and correct consumers' personal information		
Build in processes for new opt-out rights - selling and sharing		
Review and revise privacy policies		
Assess relationships and privacy policies of service providers and data processors		
Conduct privacy risk assessments and implement data protection audits		
Ensure data minimization and retention requirements are met		
Establish data minimization principles to retention requirements of personal information are met		
Develop processes to track and record steps taken to honor these rights in the event of litigation, and implement technology if necessary		
Develop process to receive, review, and remediate any breaches		
Establish a monitoring and governance program to ensure the overall effectiveness and health of the privacy program		

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How Can Data Sentinel Help?

Data Sentinel is an enterprise sensitive data management platform that leverages our deep learning technology to:

- Identify, inventory, and classify sensitive data
- Rate the level of sensitivity in financial terms
- Audit data quality
- Measure data risk
- Uncover duplicate data
- Automate DSAR
- Enable active data governance

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Contact Us

Contact us to understand how Data Sentinel solutions can support all your CCPA Compliance Requirements.

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