



Data Privacy Services

California Consumer Privacy Act (CCPA)

Need help complying with local privacy regulations

If your company does business with or handles the data of California consumers then you are probably required to comply with the California Consumer Privacy Act ("CCPA"). The CCPA applies to all businesses that collect, store or manage personal information of California consumers. The State of California has been on the forefront of privacy legislation over the last 15+ years, and the CCPA is intended to strengthen and standardize previous privacy legislation into a unified standard. Many U.S.-based organizations have not traditionally put the same emphasis on the protection of private information, but protection of consumers' personal information is now an extremely important topic.

What this means for your organization

Existing California law grants the state's consumers a fundamental right to privacy. And as a result of numerous high-profile security breaches where consumer's personal information has been compromised, a new State Law will soon require organizations worldwide that handle the Personal Information (PI) of California consumers to meet strict privacy and information sharing requirements. The California Attorney General's Office will have the legal authority to apply civil penalties and fines for non-compliance. This includes fines ranging from up to \$2,500 to \$7,500 per violation. In addition, consumers can file class action lawsuits to recover damages \$100 - \$750 per consumer per incident. The later has the potential for greater financial impact to businesses who suffer a breach where consumers' personal information is exposed.

Each privacy engagement is designed to help you:

- Understand your Privacy requirements so you can efficiently allocate the right resources, where they count,
- Provide visibility into your Privacy posture to all levels of the organization,
- Verify that your controls, tools, and processes are effective in addressing regulatory and legal risks,
- Avoid reputational risk and fines by making sure you are meeting all facets of Privacy regulations,
- Develop operational processes and technical controls related to Privacy as part of a sustainable Privacy Program,
- Increase your market share by demonstrating your commitment to Privacy to customers and partners.

If this sounds complicated, that's because it is. To meet the new California requirements, businesses worldwide will be required to make a number of significant administrative and technical changes to their data handling processes, including:

- Require a business to make disclosures about the personal information it collects and the purposes for which it is used,
- Require the business to provide access to, deletion of, or exporting of California consumer's personal information upon receipt of a verified request,
- Authorize businesses to offer financial incentives for collection of personal information,
- Prohibit a business from selling the personal information of a consumer under 16 years of age, unless affirmatively authorized, as specified (referred to as the right to opt-in),
- Implementing the appropriate privacy policies, procedures, and notices.

How we can help

Our process begins with a lot of listening. We'll determine your key drivers, industry and regulatory requirements, company culture, organizational structure, goals, data types and locations, and concerns. From there we work with your stakeholders to define your Privacy objectives, based on the data you control and how it is shared. We then assist you in mapping out your data, figuring out how data is shared and managed, and building out the controls and processes required to meet all facets of Privacy regulations.

Our Privacy services will help you determine the real risk to your business, prioritize issues in a manner that aligns with organizational goals, and define a clear roadmap for continuous improvement so that you can make smart, informed decisions about your Privacy Program. Our mission is to help our customers move past fear, uncertainty, and doubt, and take full control of their Privacy Program.

Our expertise is accredited by:



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