

## CCPA Readiness Checklist

### What is the CCPA?

The California Consumer Privacy Act (CCPA) is a comprehensive data privacy regulation that aims to provide consumers with more control around how businesses handle personal information. The CCPA applies to any for-profit business, regardless of its location, that collects the personal information of California residents and meets one or more of the following statements:



The business' annual gross revenue is over **\$25 Million**



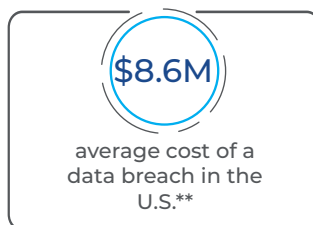
The business annually buys, receives, sells, or shares the personal information of more than **50,000 consumers**, households, or devices



The business derives **50%** or more of its annual revenue from the sale of consumers' personal information

### Why is it Important?

The CCPA provides a substantial level of enforcement. For one, consumers maintain a private right of action for certain types of data breaches and the ability to seek monetary compensation for damages up to \$750 per incident. Before pursuing legal recourse for damages suffered through a data breach, consumers must notify the business with the specific CCPA provisions it allegedly violated through a formal written notice. Once received, the business has a 30-day window to address the discrepancies and "cure" the violation. If the business is capable of curing the violation within the 30-day window, the consumer cannot initiate a private right of action individually or on a class-wide basis.



Although the private right of action is limited to personal data breaches, the California AG can impose additional fines and penalties for violations of the other requirements of the CCPA. Penalties can include fines of up to \$2,500 per violation and up to \$7,500 per willful violation. The amount fined by the court will largely depend on the nature of the breach, the number of violations, if they were willful, how long the breach occurred, and the defendant's financial state.

 **79% of Americans are concerned about how their data is being used.\***

\* Forbes Privacy Survey: <https://www.forbes.com/sites/blakemorgan/2020/06/22/50-stats-showing-why-companies-need-to-prioritize-consumer-privacy/?sh=61e56ddc37f6>

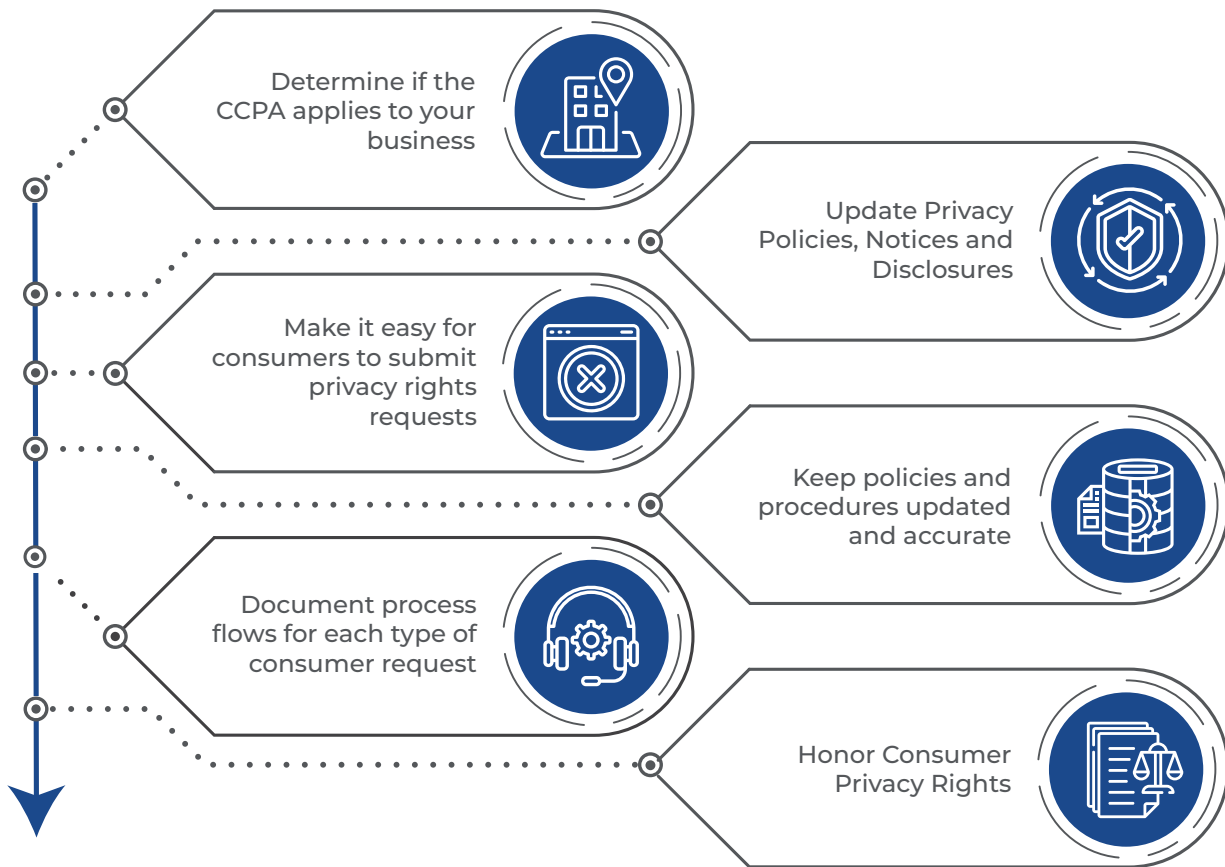
\*\* Ponemon Institute - Cost of a Data Breach Report (<https://www.ibm.com/security/digital-assets/cost-data-breach-report/#/>)

# What Does it Mean to Be Compliant?

The CCPA requires businesses to honor rights provided to consumers regarding their personal information, subject to certain exemptions. These rights are:



# What Does the Compliance Process Look Like?



Got questions about your business?  
Click here to [speak with a privacy expert!](#)

**NEED HELP?**


84% of consumers say they want more control over how their data is being used.\*

\* Forbes Privacy Survey: <https://www.forbes.com/sites/blakemorgan/2020/06/22/50-stats-showing-why-companies-need-to-prioritize-consumer-privacy/?sh=61e56ddc37f6>

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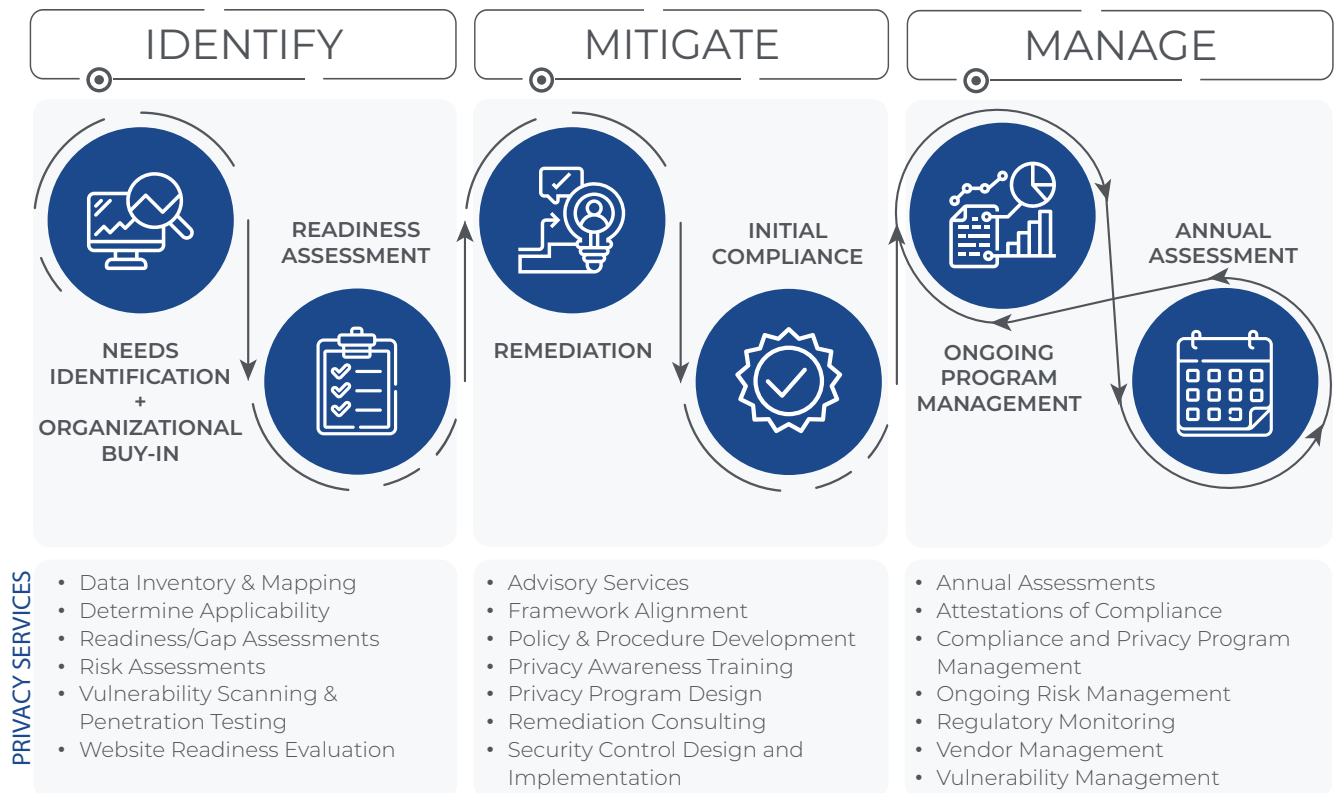
The checklist below can be used to determine your organization's CCPA compliance posture.

CCPA Readiness Checklist	Complete	Incomplete
Determine Applicability		
Map and inventory how personal information flows throughout the organization		
Determine sharing activities of personal information with any businesses, third parties or service providers		
Review and update applicable agreements with service providers to include the CCPA service provider terms and restrictions		
Determine if the organization is selling personal information under the CCPA, and if applicable, provide consumers the ability to opt-out of the sale of their personal data		
Update the Privacy Policy to include the required notice and disclosure requirements under the CCPA		
Develop a process for determining verifiable consumer requests		
Develop a process for validating a consumer's identity		
Process Right to Access requests from consumers in California		
Process Right to Deletion requests from consumers in California		
Develop procedures to track and record steps taken to honor these rights in the event of litigation, and implement technology if necessary		
Train designated employees on the CCPA requirements, and where appropriate, the process to handle and honor privacy requests from consumers in California		
Be prepared to demonstrate the organization has implemented reasonable technical and security controls		
Develop process to receive, review, and remediate any breach notifications from consumers		
Establish a monitoring and enforcement program to ensure the overall effectiveness and health of the privacy program		

 For organizations in a vendor role, it is imperative they determine their role under the CCPA and in their client's ecosystem to ensure the correct policies and procedures are in place.

# How CompliancePoint Can Help







CompliancePoint provides a full suite of services that help organizations manage and respond effectively to privacy requirements. Using our **IDENTIFY, MITIGATE + MANAGE** approach, we help organizations proactively identify their gaps, build out frameworks to meet compliance requirements and help manage long term programs to maintain this posture.



## About CompliancePoint

CompliancePoint is a leading provider of risk management services focused on information security, data privacy, and compliance. Organizations face many risks associated with engaging their marketplace including how they process information internally and with whom they share information downstream. Our mission is to help our clients interact responsibly with their customers and the marketplace.

The difference is simple – data privacy, security and compliance have been at the core of our service offering for almost two decades. We provide our clients with a broad view of industry best practices and benchmarking that allows our customers to make informed business decisions, helping to minimize impact to business operations and maximize return on investment.

-  Business-centric approach
-  True practitioners with hands-on experience
-  Full lifecycle support
-  Over 2,500 companies assessed
-  Company-specific recommendations
-  Net Promoter Score (NPS) of 92 – our customers love us!

For more information about the CCPA or other privacy regulations and how they apply to your specific organization, contact us at [connect@compliancepoint.com](mailto:connect@compliancepoint.com)