

The California Consumer Privacy Act

The CCPA is the most expansive privacy law in the nation and will transform the way businesses operate starting in 2020. Review this Infographic to see how it applies to you.

What Are Consumers' Rights

Right to Know

Businesses must inform consumers of their new rights.



Right to Access

Consumers may request categories and specific pieces of data



Right to Sue

Consumers may bring a private right of action for data breaches.



Data Portability

Right to receive data in a usable format.



Right to Opt-Out

Consumers may opt out of the sale of information



Right to Deletion

Consumers can ask that their data be deleted.



What Businesses Are Covered?



For Profit



Controlling Data



> \$25 Million annual revenue

50,000 Consumers' info Collected Annually

50% or more annual revenue from selling Consumers' info

What is Personal Information?

Information that is capable of being associated with or could reasonably be linked, directly or indirectly, with a particular consumer or household.

Identifiers



Traditional



Protected Characteristics



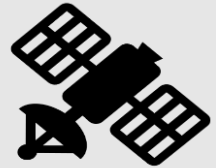
Commercial Data



Biometric Data



Geolocation Data



Sensory Data



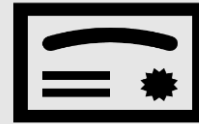
Employment Data



Internet Data



Education Data



Inferences



DO NOT SELL MY PERSONAL INFORMATION



No Discrimination

May not charge more or change service for exercising rights

Exclusions

Personal Info under HIPAA, FCRA, GLBA, DPPA



Attorney General

May seek civil penalties for up to \$2,500 per consumer; \$7,500 for intentional violations.



Consumer Actions

Statutory damages between \$100 to \$750 per incident per consumer or actual damages, whichever is greater



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