

# CCPA

# BASIC OVERVIEW

The California Consumer Privacy Act of 2018 (CCPA) is a state law that imposes a number of obligations on companies that collect personal information.

It's pretty important for everyone - not just lawyers - to know how the law works.

## WHAT DOES THE CCPA DO?

- It gives consumers more **knowledge** of and **control over** the personal information that businesses collect about them.
- Creates **rights** for consumers
- Places **obligations on businesses** to change how they handle personal information from their users

## WHERE IS IT APPLICABLE?

It's applicable if you're doing business in California and meet one of three criteria:

- 01** You have annual revenues in excess of \$25 million
- 02** You derive 50% of your revenue from the sale of personal info
- 03** You collect or share the data of 50,000 or more people

## CONSUMERS' RIGHTS INCLUDE:

- ⦿ The right to access *what* personal data a business uses (or sells);
- ⦿ A right to delete personal data;
- ⦿ A right to prohibit the sale of personal data- "opting out"
- ⦿ The right for kids under 16 to not have any personal information sold by a business without their actual consent- "opting in"

*There are more - but those are the basics.*

## A BUSINESS' OBLIGATIONS INCLUDE:

- ⦿ Notifying consumers about personal data being collected;
- ⦿ Making it easy for consumers to protect their privacy;
- ⦿ Honoring consumer rights requests
- ⦿ Disclosing privacy policies and *how* personal data is used and sold

*Lots more here too - these are just the basics*

## THE CCPA IS COMPLICATED!

These **rights** and **obligations** are the heart of the law. - It gives consumers the **right** to control personal information - with lots of **obligations** for companies.