



CCPA

California Consumer Privacy Act

Get All That You Need To Know About The New California Consumer Privacy Act

What is the California Consumer Privacy Act?

The **California Consumer Privacy Act**, is a bill that would provide enhanced privacy rights and consumer protection to the California consumer. The Act signed on **June 28, 2018**, is effective from **January 1, 2020**.

The main purpose of the Act is that residents of California:

- Would know what personal data is being collected
- Would know whether the personal data has been sold or disclosed, and if, then to whom
- Would have access to their personal data
- They would not be discriminated of exercising their privacy rights

What is the personal information of the consumers as per the CCPA?

The personal information refers to the information that indirectly or directly describes, identifies, and relate to or can be associated with the particular consumer in the California state.

The different types of personal information as per the CCPA are:

- Postal address, real name, driver's license number, passport number, social security number, and other personal identifiers.
- Activity such as browsing history, search history, information which is derived from the California resident's interaction with the advertisement, web application, and website.
- Biometric information
- Visual, audio, thermal, electronic or similar information
- Inferences that are drawn from the information reflecting the consumer's characteristics, preferences, psychological trends, attitudes, aptitudes, intelligence, abilities.

How do you know that CCPA applies to your business?

CCPA applies to any business that:

- Does the business in the California state
- Has annual gross revenue of more than **\$25 million**
- Collects the personal information of **50,000** or more, of the devices, household, and consumers
- Deriving **50%** or more of the annual revenues by selling the personal information of the consumer

What happens if the company is not in compliance with the CCPA?

Companies have a period of **30 days** for complying with the law when the regulators notify them of the violation. If the issue has not been resolved then there is a fine of **\$7500** for each of the records. There is another financial risk, the bill has the provision where the individual can sue for the first time, as per the right. It even allows the class action lawsuit for the damages.

How do CCPA helps in the security?

AB 375 involves the breach response and the security provided to the California resident. The law defines the penalties for the companies which expose the consumer data without consent or any other security lapse or breach. It even allows the courts to offer declaratory relief or injunctive or other relief as deemed by the court.

The **AB 375** requirements revolve around assessing, tracking, and storing the data, which means the security teams need to work in tandem with the database administrator.

Steps taken by BizInfor for complying with the CCPA guidelines:

- We have updated the privacy policies.
- We have come up with a proper tool for authentication and documentation.
- We update the data inventory regularly.
- Our service is not involved in providing personal information of the customers. We only provide the company information which is gathered from authentic sources.
- Trained employees for handling request, timely monitoring, and processing of the privacy policies.
- Explaining clients regarding the **CCPA** guidelines.



About US:

BizInfor offers a plethora of **B2B** data solutions addressing most of the applicable marketing challenges across numerous industries around the globe. We use the best of our resources in helping our clients to perform the multi-channel marketing stratagems impeccably. Known as a supreme business database provider, we uphold our reputation with an outstanding commitment to promises.

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