



WHAT IS THE CALIFORNIA CONSUMER PROTECTION ACT (CCPA) AND WHY SHOULD I CARE?

As a business operating in California, you are required to comply with a new privacy law that went into effect 1/1/2020, if you meet one of the following criteria:

- ✓ You have gross revenue of **\$25MM**
- ✓ You are in possession of personal data of 50K or more consumers
- ✓ You earn more than 50% of annual revenue by selling personal data



WHAT DO WE NEED TO DO?

1. Implement a Privacy Request Management System that allows consumers to read your privacy policy, view their data, and make selections for how they want their data used.
2. Demonstrate the ability to protect access to personal data by detecting and responding to data breaches
3. Manage the risk and protect your organization from crippling fines due to non-compliance

GET ON A CCPA FAST TRACK WITH A TURNKEY SERVICE TO SOLVE ALL OF YOUR COMPLIANCE NEEDS

www.jway.com/CCPA

WHAT HAPPENS IF WE DON'T COMPLY?

Consider your pain threshold because enforcement of the law could cost \$2500-\$7500 per violation. California's Attorney General will begin enforcement July 1, 2020 and will review all complaints retroactively from January 1st.

Data breaches could drive you to bankruptcy at the rate of \$100-\$750 per record breached. Your cyber liability insurance may not include coverage for Penalties and Claims expenses, so make sure it's added to your policy. No cyber liability insurance? You may want to reconsider and protect your assets against fines for violations of CCPA.

WHERE DO WE BEGIN?

You need a team, a budget, and a plan. Here's a breakdown.

1. Implement a request link on your website for consumers to view their data and make requests.
2. Generate policy and compliance documents and responses systems to track requests.
3. Map the data flow through all systems including third parties and partners. All need to be compliant.
4. Train the people who touch the data and implement processes.
5. Protect your data from infiltration and exfiltration.
6. Defend your assets against costly fines.
7. Review and update your plan annually and track changes to the law.
8. Don't fly blind. Choose an experienced partner to help you plan, implement, protect, and automate.



A large, diagonal green graphic element runs across the page, partially obscuring a background image of a person's hand pointing at a laptop screen. The laptop screen displays a line graph representing stock market data over time, with a legend box in the upper right corner.

CALIFORNIA **CONSUMER PRIVACY ACT**

All you need to know about CCPA and
why you should care. |