



Factsheet

California Consumer Privacy Act

WHO IS PROTECTED?

Consumer/natural person who is a California resident. Includes every individual who is in the State for any reason other than a temporary or transitory purpose, and every individual who is domiciled in the State who is outside the State for a temporary or transitory purpose.

DEFINITION OF PERSONAL INFORMATION

Contains a broader definition of “personal data” and also covers information pertaining to households and devices and any information that relates to a particular consumer or household. Includes: consumer’s name (first and last); postal address; e-mail address; social security number; identification card number; biometric data; internet activity; and geolocation.

Unique identifiers or unique personal identifier:

Information that be used to recognize a consumer, family, or device such as an IP address, cookies, beacons, pixel tags, mobile ad identifiers, customer number, phone numbers.

WHO NEEDS TO COMPLY

Companies that process the data of at least 50,000 California residents annually or have more than \$25 million in annual revenue.

TALK TO AN EXPERT

Give us a ring or drop us a line.

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PROCESSING THE DATA OF MINORS

Businesses are prohibited from selling the personal information of consumers who the businesses know are under 16 years old and for whom they do not have appropriate opt-in consent.

INDIVIDUAL RIGHTS

Right to know what data a business collects on you.

Right to say no to the sale of your information.

Right to delete your data.

Right to be informed of what categories of data will be collected about you prior to its collection, and to be informed of any changes to this collection.

Right to know the categories of third parties with whom your data is shared.

Right to know the categories of sources of information from whom your data was acquired.

Right to know the business or commercial purpose of collecting your information.

DATA SUBJECT REQUESTS

Responses to requests for data access, deletion and portability must be made within 45 days.

Organizations must verify the identity and authorization of persons who make requests for data access, deletion, or portability. The bill also states that organizations must provide two methods for consumers to place their requests:

1. Toll-free number and 2. Website address or form.

Organizations must also avoid requesting opt-in consent for 12 months after a California resident opts out.

PENALTIES

Enforced by the Attorney General, and the penalties are up to \$7,500 per violation, including failure to address a request within 30 days.

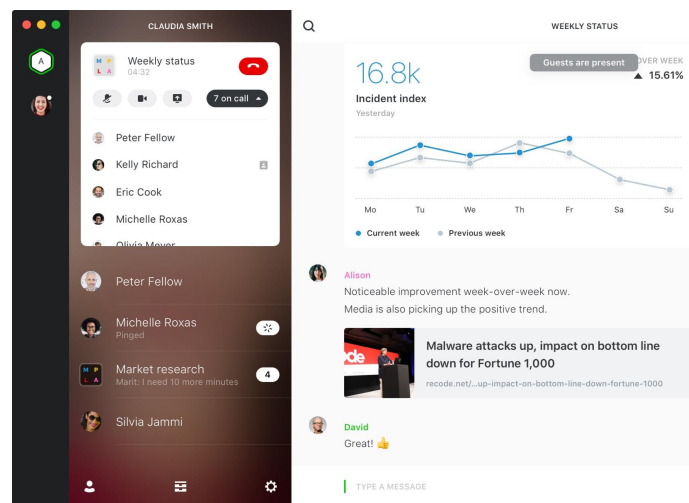
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