



CALIF RNIA

CALIFORNIA CONSUMER PRIVACY ACT

CCPA

Becomes Effective in 2020

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The first American privacy act issued by the State of California becomes effective by **January 1st, 2020**. It is affecting both customers and businesses not only in California but anyone who has customers or business to business relations with California.

Any company must comply with the regulations who does business in California, operating for profit, collecting customers personal data and have one or more characteristics:

Has annual gross revenues in excess of \$25 million;	Possesses the personal information of 50,000 or more consumers, households, or devices; or	Earns more than half of its annual revenue from selling consumers' personal information.
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If they are handling customers who are defined by the law as:

- Anyone who is in the State of California for anything other than a temporary transitory purpose
- Any individual domiciled in California who is outside the state for a temporary transitory purpose

The law defines what it is considered as "personal information": "***identifies relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household***".

For example:

- Email address
- Online handles
- IP address
- Biometric information
- Geolocation data
- Browsing and search history

The act grants certain rights (similar to EU GDPR) to customers around their personal data, the rights are the followings:

- The right of the Consumer to know what personal information is being collected about them
- The right of the Consumer to know whether their personal information is sold or disclosed and to whom
- The right of the Consumer to say no to the sale of personal information
- The right of the Consumer to access their personal information
- The right of the Consumer to equal service and price, even if they exercise their privacy rights

These rights must be provided to customers falling into the California "categorization" from January 1st, 2020 effectively. Furthermore, any business compliant with CCPA has to provide the following disclosures to the customers at or before starting the collection of personal data :

- The customer's rights set in CCPA
- A description of one or more methods of how a customer can submit a request to the company related to the personal data, including, at a minimum, a toll-free telephone number and if the business maintains an Internet website, a website address;
- List of categories of personal data collected by the company in the last 12 months
- List of categories of personal data sold by the company in the last 12 months
- A list of the categories of consumer PI that the business has disclosed for a business purpose in the preceding 12 months—or a statement by the business that it has not sold consumer Personal Data in the preceding 12 months.
- Disclose and deliver the required information to a consumer free of charge and within 45 days of a verifiable request from a consumer (with the possibility of one 45-day extension);
- Deliver required information by mail or electronically in a portable and readily-usable format;
- Provide a clear and conspicuous homepage link titled, "Do not sell my personal information" for consumers who want to exercise their opt-out rights.

Enforcement of the Law will be carried out by the General Attorney of California and companies failing to comply with the regulation should accept penalties:

*Companies have 30 days to comply with the law once regulators notify them of a violation. If the issue isn't resolved, there's a **fine of up to \$7,500 per record.***



Becoming compliant with CCPA requirements are challenging and requires focus and organized efforts from any company. **Trustifi is voluntarily compliant with CCPA already, and its customers who use their email security platform can rest assured they are in compliance with CCPA.**

Providing a secure e-mail solution is a trust-based service and Trustifi enables its customers and business partners to get a clear understanding of its privacy practices and world-class security solutions to protect their customer's data.

For more information :

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