

## What Is CCPA?

### How Does Act-On Help Businesses Comply With the California Consumer Protection Act (CCPA)?

Beginning January 1, 2020, California residents will have more control over how companies collect and use their personal data. The CCPA seeks to protect consumer data and requires companies to be transparent about how they're collecting, sharing, and using this information. It has been described as the most comprehensive consumer privacy legislation ever passed in the United States.

### Do I need to worry about the CCPA?

The CCPA applies to any business that:

- Does business or has consumers in California
- Collects personal information from California residents
- Has/does one or more of the following:
  - An annual gross revenue over \$25 million
  - Buys, sells, or shares personal information of more than 50,000 individuals, households, or devices
  - Generates 50% or more of its income from selling consumers' personal information

### What if My Business Does Not Comply With the CCPA?

You could be fined between \$2,500 and \$7,500 for each violation. Consumers can also file claims for damages — ranging from \$100 to \$750 for each individual violation.

\*For example, if a company failed to comply with a Right to Deletion Request (see below) from 100 individuals, the fine could vary from \$10,000 (100x \$100) to \$75,000 (100 x \$750).

### Key Features and Consumer Rights

For Individuals:

#### 1. Right to Request Deletion

Consumers have the "right to deletion" and businesses are required to direct any service provider to delete the individual's personal information upon request.

Act-On helps by providing an "Erase Contact" tool built into our platform for users to permanently delete contacts from all of their records.



## 2. Right to Access

California residents have the right to access any personal data collected within the last 12 months. Businesses are required to respond to requests within 45 days.

**Act-On helps by providing an easy way to download a contact's timeline related to all actions and messages received.**

For Businesses:

### 1. Privacy Policy

Businesses are required to have a common-language privacy policy that explains all of the rights that customers have and the ways for California citizens to opt-out.

### 2. Website Policy

Businesses are required to include language on their website and/or mobile application that explicitly states the following (either/or):

- "Do not sell my personal information."
- "Do not sell my info"

### 3. Record-Keeping Training

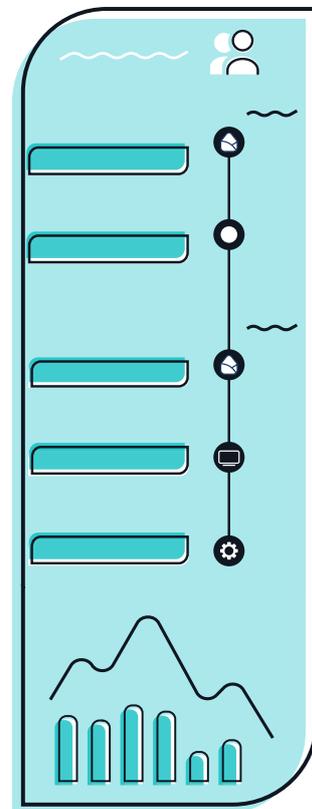
Businesses are required to train all employees on logging all requests related to the CCPA for the past 24 months.

### 4. Verifications

Businesses are required to verify that the individual requesting an action is who they say they are.

## What if I Already Prepared for the GDPR?

There is significant overlap between the CCPA and the GDPR, so your efforts to comply with the GDPR bring you closer to complying with the obligations under the CCPA. This also means that the features and functionality in Act-On that help customers comply with the GDPR can also be used to help your compliance efforts as they relate to the CCPA.



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Act-On makes customer data actionable so marketers can strategize smart, effective solutions to grow their businesses and generate higher customer lifetime value – all with the fastest time-to-value.

