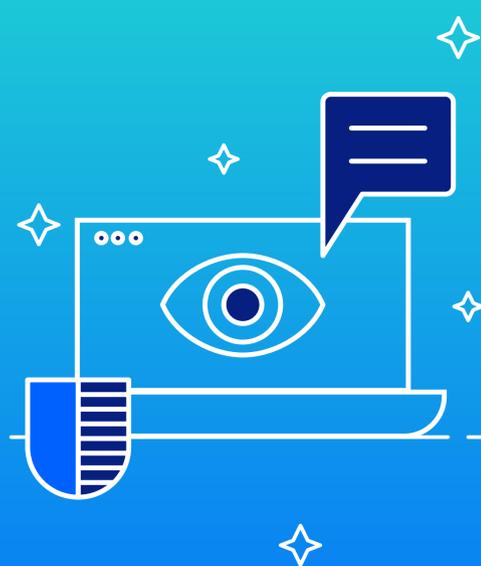


# Start today: Getting ahead of CCPA

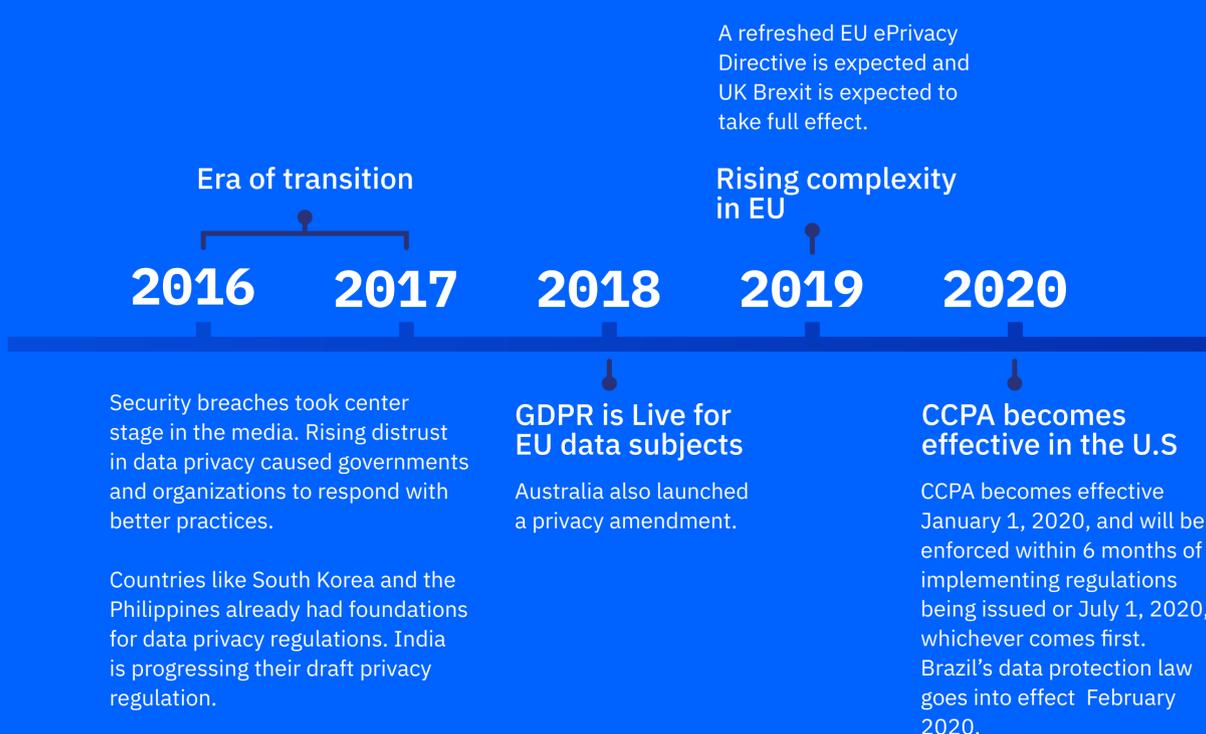
It's true—another data privacy regulation has been passed. *The California Consumer Privacy Act of 2018* (CCPA) will go into effect on 1<sup>st</sup> January, 2020.

It's not surprising that as consumers become more aware and even fall victim to security breaches and possible misuse of their personal or sensitive data, legislators are taking action to provide stricter protections.

Let's come face to face with the CCPA and help you understand what you need to start thinking about now.



## The evolution of data privacy regulations



**Remember:** What starts in California, often doesn't stay there. Other states may follow suit, and there may be US Federal data protection legislation that complements or supersedes state laws.

## You may still have **GDPR** on your mind, but start looking at how CCPA compares to it

	CCPA	GDPR
 <b>Business scope</b>	Applies to a for-profit "business" that: <ul style="list-style-type: none"> <li>• Have USD 25 million or more in revenues</li> <li>• Uses personal data of 50K persons or more for commercial purposes</li> <li>• Derives 50 percent or more from selling personal data</li> </ul>	Applies to a "controller" or "processor": <ul style="list-style-type: none"> <li>• Established in the EU</li> <li>• Established outside of the EU, and either offering goods/services to EU; or monitoring behavior in EU.</li> </ul>
 <b>Consumer scope</b>	California residents	EU Data subject – a natural living person in the EU
 <b>Penalty per violation</b>	USD 7,500 per violation for intentional violations	Up to 4 percent global turnover or EU 20 million which ever is higher
 <b>Consumer data request</b>	45 days	30 days
 <b>Disclosures</b>	Must disclose information about the collection, sale, and disclosure of personal information in privacy policy or on website  Must provide just-in-time disclosures at or before collection	Must provide detailed notice about the collection, use, disclosure of personal data, as well as retention period, individual rights, information about lawful bases for processing, identity of controller/DPO/ representative, etc.
	 <b>Opt-out:</b> Don't sell my personal information.	 <b>Opt-in:</b> Consent for certain processing activities.

With a new regulation that potentially affects your entire business and how it operates around the world, there is a lot to learn. Start by taking inventory of what you already have in place, what you are currently planning for, and then how you need to stretch to accelerate your readiness for CCPA.

Watch the **CCPA webinar**

<https://bit.ly/2ARFZ87>

Learn more at [ibm.com/unified-governance-integration](https://ibm.com/unified-governance-integration)

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