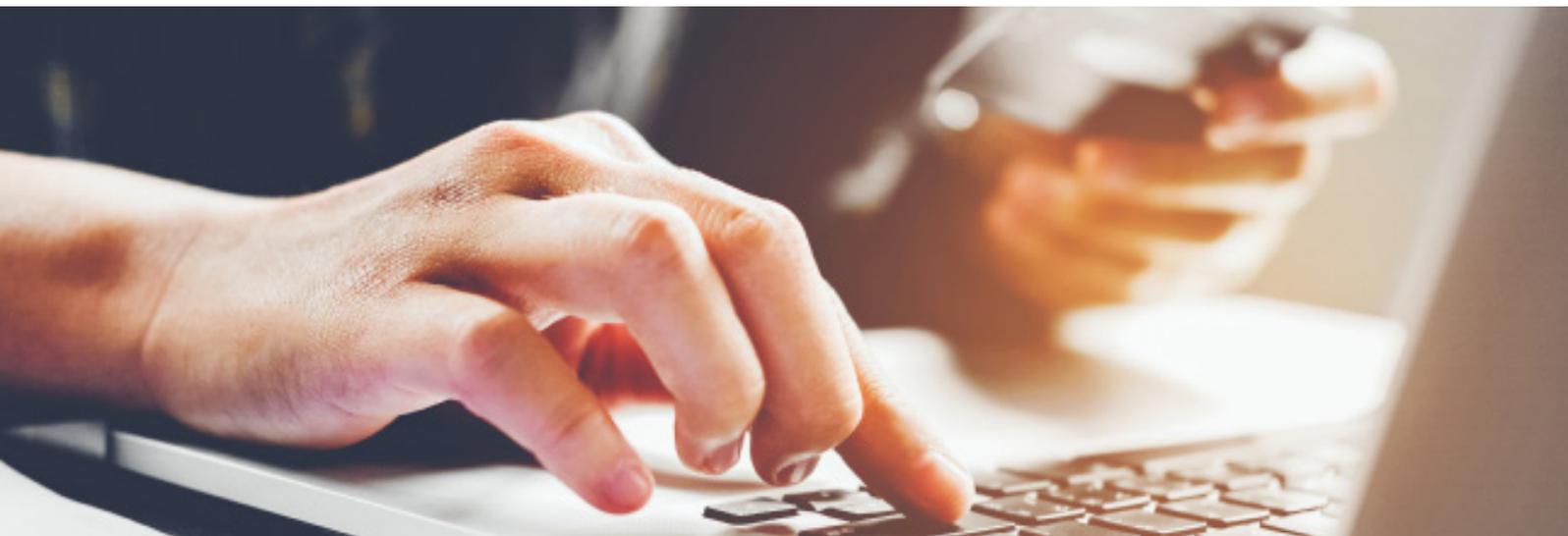


# Become CCPA compliant with confidence

On January 1st, 2020, the California Consumer Privacy Act (CCPA) will come into effect. The new law will have a huge impact on businesses and how they will process California consumers data.



## Where to start?

Making sure your organization is compliant should be your main priority heading into 2020. **Consumers are more aware of their rights** and expect more from organizations when handling their personal information.

If you're found not to be compliant there are extensive fines you could face; from **\$7,500 per record or 4% of annual global revenue**. This means if you hold 50,000 records, the fines can become substantial. The CCPA does offer businesses the opportunity to rectify noticed violations within 30 days after the fine has been levied.

## Challenges

- 01 Customers demanding greater autonomy over their data
- 02 Staying compliant across multiple channels in multiple countries
- 03 Avoiding hefty fines and damage to your organization's reputation
- 04 How to effectively leverage compliance into a business opportunity
- 05 Losing trust with loyal customers or missing out on new business opportunities
- 06 Staying up-to-date with fluctuating Consumer Protection regulations

### The GDPR and CCPA

The GDPR however, does not provide such an opportunity once the fine has been levied, but has a wider range of enforcement measures, for instance issuing a warning, and the maximum amount of the fine is different: €20,000,000 or 4% of annual global revenue, whichever is highest for the most serious violations.

## Rights

CCPA provides the following rights for individuals:

**01** Transparency **02** Access **03** Object **04** Deletion **05** Portability

## Cassie can help you to comply with these rights:

Cassie's core functionality is a powerful way to ensure you stay compliant and leverage real business opportunities. By expanding on its core offering and creating a bespoke solution to your organization's needs, you can achieve true transparency.

### Transparency

CCPA imposes a requirement that website operators offer a do not sell link to their website, among other contact methods and that website privacy policies are updated each 12 months. Cassie allows for this transparency by using either the fully customisable public portal or by linking the feature rich API to existing access routes. Any corrections can be automatically distributed across the entire eco system of an organisation simply and securely, saving time and money.

### Access

CCPA grants individuals the right to access the information an organisation processes about them in the last 12 months. Cassie gives your customers direct, instant access to their data. Thanks to Cassie's public portal, customers can access the contact information you hold on them as well as update their preferences in real time leaving your organisation giving a live audit history.

### Object

CCPA is focused on preventing the sale of personal data and discriminatory repercussions for exercising rights (e.g. cannot be denied goods or services, charged different prices or be subject to a different level of quality or service.)

### Deletion

CCPA grants the right to request deletion free of charge; which must be honoured by downstream entities in a given timeframe. Cassie offers granular opt out options, which result in higher customer retention rates. For customers wanting hard opt outs - Cassie's functionality allows the process to be automated saving on resource.

### Portability

CCPA grants individuals the right to move their data free of charge via an electronic, readily usable format. Cassie's Portals provide brand value by enabling the customer to request the change seamlessly and transparently. Not only does Cassie empower your customers to take control of their data, it gives you the opportunity to create a better experience with your brand. Make the customer journey as seamless as possible with expert, robust software in place.

