

# Become CCPA compliant with confidence.

On January 1st, 2020, the California Consumer Privacy Act (CCPA) come into effect. The new law will have a huge impact on the financial sector and your organization needs to be ready for the change.

## Achieve global compliance.

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. Imagine if there are 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.

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.

## Financial compliance challenges.

**Customers demanding greater autonomy over their data**

**Staying compliant across multiple channels in multiple countries**

**Avoiding hefty fines and damage to your organization's reputation**

**Not understanding how to leverage compliance into a business opportunity**

**Losing trust with loyal customers or missing out on new business opportunities**

**Staying up-to-date with fluctuating Consumer Protection regulations**

# How Cassie can help you.

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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 excellence.

## Give the power back to your customers.

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Cassie gives your customers direct, instant access to their data. Thanks to Cassie's Data Subject portal, customers can access the contact information you hold on them as well as update their preferences in real time.

## Achieve global compliance.

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Our software enables you to stay compliant, no matter where your bank is located in the world. If regulation changes, you'll always be one step ahead of the game.

## Avoid fines & reputation damage.

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Cassie is a world-leading software designed with your challenges in mind. No matter what happens to regulation or the market, Cassie keeps you compliant.

## Leverage compliance into a business opportunity.

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By working alongside our expert team and utilising Cassie's comprehensive software you can turn compliance into an opportunity. We'll help you identify key opportunities for marketing, sales and customer service.

## Keep customers happy and loyal.

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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.

# Contact our team for a demo

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Ready to see how Cassie can transform your organization?

Talk to our team about a demo, we'll show you how we can implement Cassie with no interruption to your current IT systems.

Call us on +44 (0) 1928 622 302 or email us at [info@syrenis.com](mailto:info@syrenis.com)

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