

Staffing Agency and **CCPA**

Become CCPA compliant with confidence.



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On January 1st 2020 the California Consumer Privacy Act (CCPA) came into effect and changed the face of consumer data in the state of California forever.

However, with Amendment AB25's January 2021 deadline entering the scene, many staffing agencies have been left confused about when they need to become compliant and how the laws will affect their will affect their how affect their day-to-day business operations.

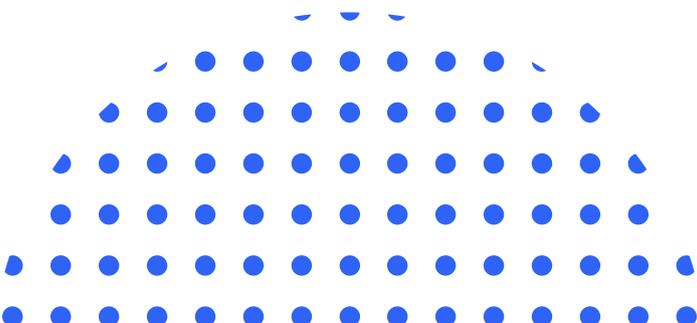
With the CCPA aiming to bridge the gaps in other American legislative law, and AB25 acting as a temporary measure, it's hard to know when to start implementing long term solutions. With an abundance of confusing advice surfacing, we wanted to simplify what the CCPA, and amendment AB25, means for staffing agencies.

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 organizations the opportunity to rectify noticed violations within 30 days after the fine has been levied.

The GDPR 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.

The challenges staffing agencies face post-CCPA

- The varying state laws and federal standards being enacted
- Maintaining data records while remaining compliant with CCPA
- Managing client data across multiple departments
- Handling Data Subject Access Requests (DSAR)
- Adapting to the ever-changing legal landscape
- Understanding the impact of international legislation



How Cassie can help you

Cassie's core functionality is a powerful way to ensure you stay compliant and leverage real business opportunities. Investing in our flexible solution will help you to tackle your agencies challenges and add business value. Leverage compliance as a competitive advantage and stay ahead of your competitors.

Live monitoring and reporting of candidate preferences

Cassie allows your agency to centralize customer consent and preference data into one version of the truth. Take a more intuitive approach to consent management by coordinating disparate systems, connecting different departments and monitoring update changes in real time.

Improve communications to every audience

Real-time data collected via Cassie's portal means you can intelligently target your marketing messages and increase the likelihood of job applications and client conversions.

Compliance with any changing regulations

Cassie is a world-leading software manages 2.5 million preferences each day and is designed with your challenges in mind. Our flexible platform is always in line with the latest regulation and industry standards.your challenges in mind. No matter what happens to regulation or the market, Cassie keeps you compliant.

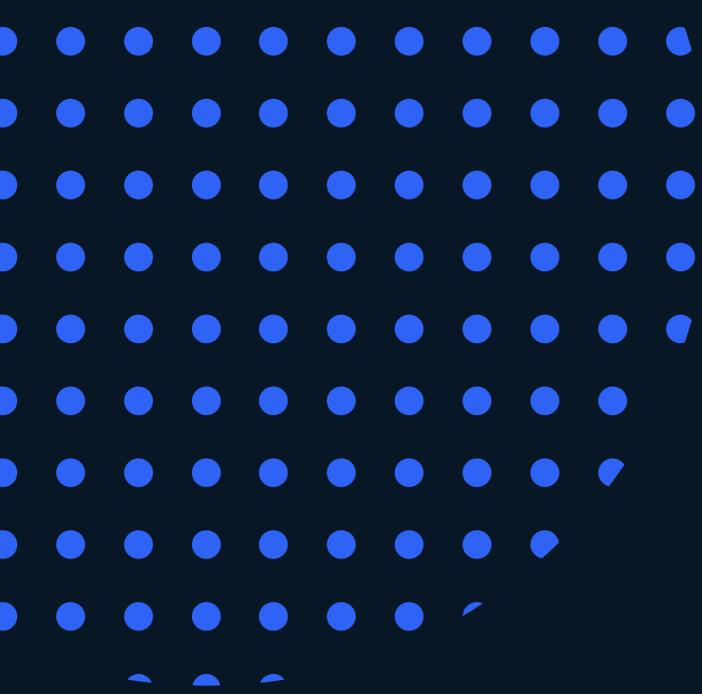
Reduce risk & avoid costly fines

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 whilst avoiding the fines.

Build trust and loyalty with your customers

Cassie empowers your candidates and client's with choice, giving 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.your brand. Make the customer journey as seamless as possible with expert, robust software in place.





Want to know more about **Cassie**?

We're here to answer any questions you may have about our solution, so if you would like to know more about Cassie please contact us today.

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