

CCPA



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The California Consumer Privacy Act (CCPA) is a stringent privacy law aimed at improving California residents' privacy rights and consumer protection. The CCPA is a state-oriented data privacy act that regulates how Californian residents' personal information (PI) can be collected by companies from all over the world. On June 28th, 2018, California signed the California Consumer Privacy Act (CCPA) which grants new rights to the California consumers regarding the collection, use and disclosure of their information. The CCPA got effective from January 1, 2020, and it is the first act in the United States which is consumer-oriented and safeguard their customers PI.

What are the Basic Provisions That Comes Under CCPA?

Since data breach, misuse, theft, or loss of information is very prevalent, CCPA intends to safeguard the data of state residents from falling to any such damage. There are some basic CCPA provisions which are necessary and are exclusively applicable to Californian residents, such as:

- Right to Information
- Right to Access
- Right to Data Removal
- Right to Equal Service
- Right to Sign-out or Opt-out

To Which Type of Companies CCPA is Applicable?

To keep it clear, CCPA does not apply to all the companies. It applies only to the companies which are involved in collecting the personal information of the California-based residents. This law applies to any of the businesses that fulfil the below-mentioned criteria:

- The companies which generate annual revenue of more than \$25 million.
- Companies that earn half of its revenue by selling the personal information of the customers.
- The companies which acquire, share, sell and receive the personal information of more than 50,000 California consumers annually.

What Kind Of Data Is Considered As Personal Information Under The CCPA?

Under CCPA, personal information or PI refers to information that a consumer or household recognizes, relates to,

identifies, and interacts with and this includes:

- Full name
- Telephone number
- Mobile number
- Email address
- Home address
- Physical/ genetic information
- Medical information
- Cultural identity
- Driver's license
- National ID card
- Passport number
- Social Security Number (or equivalent)
- Bank details/account numbers
- Credit/Debit card numbers
- Tax file number
- Cookies IP address
- Location/GPS data

Does Data Marketers Group Comply With CCPA?

Data Marketers group adheres to the CCPA (California Consumer Privacy Act) regulations. We always take responsible data privacy steps and extend our regulations to every state where our client resides. Our privacy protection team always ensures to follow best practices that have been taken to avoid any spam or data breaches. Also, we never compromise on data privacy.

As a data driven marketing agency, we take appropriate measures to avoid any form of damage to security. Furthermore, our customers always trust in our services, and we strive to maintain them at all times. While many data service providers worried during CCPA implementation, we at DMG are prepared to ensure that CCPA was governed in a coordinated way with advanced practices.

We adopted following steps to prepare for CCPA:

- Evaluated our potential for data governance
- Analysis and segmentation of personal data
- Collected the source of the information
- Changed current privacy policy
- Examined and strengthened the Privacy Measure
- Developed management team of CCPA programmes to regulate functions
- Implementation of the process control act to remain compliant at all times



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