



Stay Compliant, Avoid Fines

CCPA Audit Quick Start

Effective July 1, 2020, the California Consumer Privacy Act (CCPA) is designed to protect the data privacy rights of citizens living in California. In short, this law requires companies to provide more information to consumers about what's being done with their data.

Are you prepared? An audit will assess the condition of your website in regards to CCPA compliance, identify potential areas of risk, and provide best practice guidance to achieve and maintain compliance.

Benefits



Avoid penalties and fines by understanding areas of risk and implications of CCPA compliance



Get a comprehensive list of tags and pixels on your site, and which ones may be vulnerable to violations



Understand best practices and examples of successful CCPA compliance



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Scope

- **Step 1:** Audit the current state of digital analytics and marketing
- **Step 2:** Audit external vendors (data processors)
- **Step 3:** Review organizational processes best practices (data governance)
- **Step 4:** Identify key legal aspects
- **Step 5:** Provide recommendations and action items

Deliverables

Audit Findings Deliverables includes:

- **Data and Tag Inventory**
- **Identified Risks** – Categorized by risk level for prioritization
- **Actionable Steps** – Towards CCPA compliance

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