



CCPA Enforcement Starts July 1, 2020 California Consumer Privacy Act

Does Your Website or App Have Visitors from California?

Do you meet the following criteria?



Annual gross revenue **over \$25 Million**



Earn more than **50% of your revenue from sharing** consumers' or households' personal information



Buy, sell, or share personal information of **100,000 or more California residents** a year in your business

*If you answered **yes to any of the above**, then you're required to comply.*



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Don't Sell My Personal Information

What are examples of personal information?

- Email address
- Name
- Address
- Telephone number
- Any identifying information that can be tied to a particular person or household (either on its own or by combining with other information)

What are some examples of data sharing?

- Retargeting
- Analytics
- Content-based advertising
- CRM systems

What are your responsibilities?

- Provide what information you have about the consumer, and where that information came from
- Delete a consumer's personal information if requested



Intentional Violations:

Subject to **finest of up to \$7,500 per violation**

Unintentional Violations:

Subject to **finest of \$2,500 per violation**

30-day cure period from time of citation to avoid fines

Disclaimer: Blast Analytics' CCPA compliance consulting services are not a replacement for legal advice. Please consult legal counsel throughout the entire process of your compliance steps.

For complete information, visit: <https://oag.ca.gov/privacy/ccpa>



Learn more about your risks

A member of our Solutions team can help you determine which services best fit your needs:

- A CCPA audit to assess your CCPA compliance and potential risks
- Leverage consent management and other best practices to achieve and maintain compliance



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