

California Consumer Privacy Act of 2018 (CCPA)

The California Consumer Privacy Act of 2018 provides unprecedented privacy rights to California residents. Most companies that do business in California will need to comply with the law's stringent requirements. The current compliance deadline, which may be extended by several months, is January 1, 2020.

Compliance Checklist

- Address key strategic **scoping** decisions (e.g., whether to apply CCPA requirements to all US consumers)
- Analyze existing (or develop) **data flow maps and inventories**
- Revise (or develop) **privacy policies** to incorporate the required disclosures under the CCPA, and update the policies annually
- Develop a strategy for providing **consumers' rights** of access, deletion and sale opt-outs, including crafting procedures for handling requests and implementing request submission methods
- Identify existing **vendors** affected by the company's CCPA obligations, and develop contract language that flows down relevant CCPA obligations
- Identify and **train** personnel responsible for handling CCPA-related consumer inquiries


How We Can Help


At Hunton Andrews Kurth, our privacy and cybersecurity team is assisting myriad companies in developing and implementing CCPA compliance strategies, including:

- Interpreting and tracking proposed changes in the law
- Performing fact gathering and due diligence to help businesses set priorities and goals
- Building compliance programs designed to satisfy applicable obligations under the CCPA and fit each business's specific needs, risk appetite and budget

For more information and for assistance, contact us at Privacy@HuntonAK.com.

Compliance with the CCPA requires businesses to understand:

 **WHAT** personal information they have about California residents

 **WHERE** that information is stored

 **TO** whom it is disclosed

 **HOW** to access and delete it, if required