

# CCPA

## WHAT YOU NEED TO KNOW

About the California Consumer Privacy Act



[endpointprotector.com](https://www.endpointprotector.com)

### WHO HAS TO COMPLY?

For-profit entities, doing business in California, who meet any of the following criteria

**\$25** 

\$25 million+ annual gross revenue

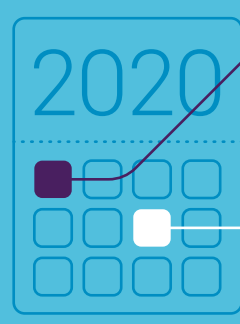


50K+ consumer personal information

**50%** 

>50% of revenue from consumer data

### WHEN WILL GO INTO EFFECT?



**January 01**  
Implementation date

**July 01**  
Enforcement date

### WHAT CONSUMER RIGHTS DOES IT GRANT?

Right to

- disclosure
- access
- opt-out
- equal service
- erasure

### WHAT ARE THE PENALTIES?

 Civil penalties  
**Up to \$2500** for negligent violations  
**Up to \$7500** for intentional violations

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 Civil suits  
**\$100 - \$750** per consumer/per violation

## CCPA

## COMPLIANCE CHECKLIST

### ARE YOU READY?

-  Update privacy policy with a description of a consumer's rights under the CCPA
-  Classify data to identify and locate sensitive personal data across the organization
-  Implement internal processes to respond to consumer rights requests
-  Adopt data security practices and solutions like encryption and data loss prevention products
-  Train employees on how to direct consumers to exercise their rights
-  Build your data protection strategy with Endpoint Protector

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