

Date of Approval	June 28, 2018
Date of Enforcement	January 1, 2020
Who Must Comply?	<p>Any business that collects consumer personal information, does business in the state of California, and satisfies one or more of the following criteria:</p> <ul style="list-style-type: none"> ✚ has annual gross revenues in excess of \$25,000,000 ✚ annually receives, alone or in combination, the personal information of 50,000 consumers, households, or devices ✚ derives 50 percent or more of its annual revenues from selling consumers' personal information
Who & What Data Is Protected?	<p>Californians are not only protected in their roles as consumers, but also as employees, patients, tenants, students, parents, children, etc.</p> <p>The CCPA expands the definition of "personal information" to include any information that identifies, relates to, describes, is able to be associated with, or could be reasonably linked to an individual or a household.</p> <p>For example, data such as a household's utility consumption, an employee's job description, a mobile phone's geolocation data, or a web browser's history and "purchasing tendencies" is protected.</p>
What Entities Are Regulated?	All businesses as defined above as well as any entity that controls or is controlled by and shares common branding (shared name, servicemark, trademark) with those businesses.
What Remedies Do Companies Face?	All violations may incur civil penalties of up to \$7,500 per resident per violation. Unintentional violations are considered intentional, and subject to larger penalties, if circumstances are not cured within 30 days.
What Rights Does a Consumer Have?	<p>Consumers may request disclosure of the personal information collected or shared by a business up to two times per 12-month period and at no charge. This includes:</p> <ul style="list-style-type: none"> ✚ Categories of personal information it collects or sells ✚ Sources from which the personal information is obtained ✚ Business purposes for collecting the personal information ✚ Third-parties with whom the personal information is shared ✚ The requesting consumer's specific personal information <p>Consumers may also direct a business (and its service providers) to delete any personal information that the business has collected.</p> <p>A business that collects or buys personal data of a California resident cannot resell that information to a third-party unless the individual has received notice of the proposed sale and an opportunity to opt-out.</p>

<p>What Notices and Disclosures Must Be Provided to Consumers?</p>	<p>To comply with CCPA, a business must:</p> <ul style="list-style-type: none"> 📌 Before point of data collection, disclose to consumers what categories of personal information will be collected and the business purposes for its use 📌 Comply with requests to delete personal information 📌 Refrain from selling personal information if consumer has opted out, and wait 12 months before requesting authorization again 📌 Make available two or more methods for submitting requests for information disclosure 📌 Deliver the requested disclosure within 45 days of request 📌 Ensure all consumer-facing individuals within the business are informed of CCPA requirements and be able to relay how California residents can exercise their associated rights 📌 Comply with specified, required additions to business homepages regarding CCPA's outlined rights (or) create a California-resident specific homepage and make reasonable efforts to direct residents there
<p>Are Businesses Required to Implement Certain Security Measures?</p>	<p>No specific security measures are defined within the CCPA. However, fines for violations may be increased based on “[the] business’ violation of the duty to implement and maintain reasonable security procedures and practices appropriate to the nature of the information.”</p>
<p>Are There Limits on the Resale of Personal Information?</p>	<p>No limits are stated, provided personal information of California residents who have opted out is not sold.</p>
<p>Consumer’s Private Right of Action</p>	<p>Victims of data theft or security breaches may seek civil damages of up to \$750 (or actual damages, if greater) per resident per incident, as well as injunctive or declaratory relief. Circumstances surrounding violations may increase damages at the judge’s discretion.</p>
<p>Attorney General Enforcement</p>	<p>All non-compliant businesses will be assessed and prosecuted exclusively by public entities under the name of the Attorney General of the State of California. All notices of consumer action are received by the Attorney General’s office and the action may instead be conducted by the State.</p>
<p>Source: Assembly Bill No. 375</p>	<p>http://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201720180AB375</p>