Introduction to CCPA

California Consumer Privacy Act
WHAT IS THE **CCPA**
AND WHERE DOES IT APPLY

CCPA stands for California Consumer Privacy Act and it requires you to make certain disclosures to Californian consumers in regards to how and why their data is being used, their rights in regards to this and how they can exercise these rights – including the right to opt-out.

The CCPA can apply to any business that processes the personal information of Californian consumers – whether or not the business itself is geographically located in California.
WHAT IS THE CCPA AND WHERE DOES IT APPLY

Specifically, the CCPA applies if the company:

- has an annual gross revenue in excess of $25M;
- potentially buys/sells/shares the personal information of 50k or more Californian consumers; or
- derives 50% or more of its annual revenue from sharing the personal information of consumers.
DEFINITION OF SALE

A sale within the context of the CCPA is defined as: “selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer’s personal information by the business to another business or a third-party for monetary or other valuable consideration”.

In other words, a “sale” is any situation in which user info is shared and you receive some value (monetary or not) as a result – that you would not be otherwise legally entitled to.

Note that a “consumer” is defined as a natural person who is a California resident.
In order to inform California users about how and why their data is being used, their rights in regards to this and how they can exercise these rights – including the right to opt-out, you'll need to both include the relevant disclosures within your Privacy Policy and display a notice of collection at the first user's visit (where applicable).

The process which allows the user to opt-out should be facilitated via a “Do Not Sell My Personal Information” (DNSMPI) link which should be accessible from your notice of collection and elsewhere on your site (best practice would be to also include the link in your footer).
USER’S RIGHTS

Under the CCPA, users must have the following rights:

- The right to be informed
- The right of access
- The right to portability
- The right to be deleted
- The right to opt-out (i.e. to say no to the “sale” of their data)
- The right to opt-in (i.e. prior consent for minors)
- The right to not be discriminated against
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iubenda adopts a comprehensive approach to legal compliance.

More than 65,000 companies worldwide trust our solutions for compliance with the GDPR, EU Cookie Law, California's CCPA and other global privacy laws.

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IUBENDA COOKIE SOLUTION

Cookie consent management for ePrivacy, GDPR and CCPA

✓ FOR GDPR ✓ FOR CCPA

Easily generate a fully customizable cookie banner or a CCPA notice of collection, seamlessly collect consent, implement prior blocking with asynchronous re-activation and support opt-out from sale via a “Do Not Sell My Personal Information” link.
IUBENDA CONSENT SOLUTION

Easily collect
GDPR consent, document opt-ins and CCPA opt-outs

Record and manage GDPR consent, document opt-ins and CCPA opt-outs for each of your users. It smoothly integrates with your consent collection forms, syncs with your legal documents and includes a user-friendly dashboard for reviewing consent records of your activities.
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