



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.



PRIVACY POLICY, NOTICE OF COLLECTION AND “DO NOT SELL MY PERSONAL INFORMATION” LINK (DNSMPI)

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 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

ABOUT IUBENDA

iubenda is the most **simple**, **complete** and **professional** way to comply with international regulations & privacy laws

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.

We offer a complete set of SaaS solutions which allows you to easily manage cookies, create consent records and generate customized Privacy Policies, Cookie Policies and Terms and Conditions.

IUBENDA PRIVACY & COOKIE POLICY GENERATOR

The solution to **draft**, **update** and **maintain** your Privacy and Cookie Policy

✓ FOR GDPR

✓ FOR CCPA

Easily generate and manage a Privacy and Cookie Policy that is professional, self-updating and customizable from 1,000+ clauses, available in 8 languages, drafted by an international legal team and up to date with the main international legislations.



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**

✓ FOR GDPR

✓ FOR CCPA

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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A selection of our clients:

