What is the California Consumer Privacy Act (CCPA)?

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The California Consumer Privacy Act (CCPA) was signed into law on June 28, 2018 and grants residents of California consumers a range of rights in regards to personal information that businesses collect about them. Briefly, these rights include:

- The right to know what information is collected about them; this may include:
  - Categories of personal information
  - Categories of sources of personal information
  - Business purpose or commercial purpose for collection
  - Categories of third parties with whom the information is shared
  - Specific pieces of information
- The right to have information that is collected about them be deleted
- The right to opt-out of the sale of personal information

If you do business in California, and you meet any one of the following criteria, you must have practices in place to allow people to exercise these rights.

- Have gross revenues in excess of $25 million annually
- Have at least 50,000 California visitors to your business and/or website annually
- Make at least 50% of your revenue from selling personal information online

Consumers will exercise their CCPA rights through data requests. When a consumer submits a request, you will have to:

- Verify their identity
- Decide whether to accept or deny the request
- Respond accordingly

Our other CCPA articles will give you detailed information about how to do all of these things, so please be sure to consult them for more information.