How to respond to opt-out requests

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The last sort of request that consumers may make under the CCPA is opting out of the sale of their personal information. SimplePart does not sell consumers' information for any reason. As a result, if on the Data Request Page a consumer requests to opt out of the sale of his information, SimplePart automatically sends him an email explaining our opt-out policy.

If your business does not sell consumers' personal information for money or other valuable consideration, then this part of the regulation does not apply to you. If you get a request to opt out and you do not sell personal information, then you may inform the requestor of that fact.

If you have determined that you do sell personal information to third parties, then you will need to consult your legal counsel on how to proceed. SimplePart can assist you with implementing a "Do not sell" link on your site should this be the case.