

# How and When to Deny Requests

Last Modified on 02/05/2021 1:27 pm EST

## Right to know

The only instance in which you should deny a request to know is if you feel as though you cannot confidently verify the identity of a requestor. Otherwise, CCPA entitles them to the disclosure of their personal information without exception. If you do feel as though you cannot assure that a request is not fraudulent, consider responding to the request with something like this:

*Subject: Response to Information Request*

*Hello, we have received your request to disclose our records of your personal information to you, per rights granted to California consumers under the California Consumer Privacy Act (CCPA). Unfortunately, we cannot verify your identity confidently with the information you supplied when you submitted the request. Please consider resubmitting with different verification information or contact us directly at (phone number) or (email address). If you have questions about our policies on the matter, please consult our Privacy Policy ([link](#)).*

*We apologize for any inconvenience and you can rest assured that your data is secure and that we will not use it for any reason other than those explained in our Privacy Policy.*

**TIP:** Remember from “How to Respond to Data Requests” that requests to know specific information carry a higher bar for identity verification than requests to know categories of information, including 3 data points and a signed statement. It’s important to consider the nature of the request when determining if the information provided is sufficient.

## Right to delete

As covered in “How to Respond to Deletion Requests,” there are significant exceptions to the requirement to delete personal information at a consumer request. A business may deny a deletion request if they need to maintain the information for the following business purposes:

- Completion of a transaction
- Fraud prevention/security
- Debugging
- Exercise of Constitutional rights
- Compliance with extant California or Federal law
- Engagement in public interest research, provided informed consent
- Internal use

As a rule, SimplePart will reject any request to delete information that we have on file, principally because of order fulfillment and fraud prevention.

If you believe that your business needs to maintain consumer information on file for these purposes, you can reject a consumer request to delete. However, it’s important that you respond to the request with an explanation of the denial along the lines of the following.

*Subject: Response to Deletion Request*

*Hello, we received your request to delete personal information that we have about you, per rights granted to California consumers under the California Consumer Privacy Act (CCPA). Unfortunately, we cannot honor your request to delete this information as we and our service providers require it for legitimate business purposes provided for under CCPA, which you*

*can learn more about here (link to privacy policy). If you have any questions or concerns about this, please contact us at (phone number) or (email).*

*We apologize for any inconvenience and you can rest assured that your data is secure and that we will not use it for any reason other than those explained in our Privacy Policy.*

## Right to Opt Out

If a consumer sends you an opt-out request, you only need to comply if you sell consumer data to third parties for valuable consideration. SimplePart does not do this, so it will be our policy not to honor opt-out requests. If you do not sell consumer information, you may send the consumer an email detailing this fact in a way similar to the following:

*Subject: Response to Opt-out Request*

*Hello, we received your request opt-out of the sale of personal information that we have about you, per rights granted to California consumers under the California Consumer Privacy Act (CCPA). Unfortunately, we cannot honor your request as we and our service providers do not sell your personal information to third parties for money or other valuable consideration. If you wish to learn more about this fact, please consult our privacy policy (link). If you have any questions or concerns, please contact us at (phone number) or (email).*

*We apologize for any inconvenience and you can rest assured that your data is secure and that we will not use it for any reason other than those explained in our Privacy Policy.*

If you have any questions or need any support with this information, please contact our support team via email at [support@simplepart.com](mailto:support@simplepart.com) or 1-888-843-0425.

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