

## CCPA AND THE BOTTOM LINE

### Implications for Companies Doing Business in California

Compliance with the CCPA is likely to affect the bottom line of companies who process substantial amounts of data from California consumers.

#### EFFECTIVE DATE



Comes into force on **January 1, 2020**  
**START PLANNING NOW**

#### DAMAGES

**\$100** ⇄ **\$750**  
**PER INDIVIDUAL** or  
**ACTUAL DAMAGES**  
**FOR SECURITY INCIDENTS**

#### CONSUMER RIGHTS

**KNOW WHAT** personal information is **collected** about them

**KNOW WHETHER** their personal information is **sold** or disclosed and to whom

**OPT OUT** of the **sale** of their personal information

**MORE DIFFICULT** to **share** data if under 16

**EASIER TO** **sue** after breach



#### WHO NEEDS TO COMPLY

ALL COMPANIES THAT  
**COLLECT**  
personal consumer  
**INFORMATION**



- \$25M annual gross revenue
- 50K+ consumer personal information
- derive 50% of revenue from consumer information

**(ALL CALIFORNIA RESIDENTS)**

#### ATTORNEY GENERAL PENALTIES

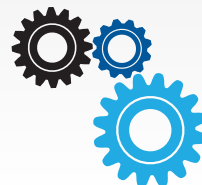
More  
**Authority**  
to **PURSUE**  
**VIOLATOR**  
for **damages**



#### SIGNIFICANT CHANGES REQUIRED

How consumer

**DATA** is collected, used  
and stored which will affect



- personal property records
- products or services purchased
- biometric information
- geolocation data

We recommend that companies begin acquiring an in-depth understanding of the new CCPA requirements and keep 12 month look-back of data activities because they will require significant changes in how customer data is collected, used and stored. Taking this precaution will minimize CCPA's affect to the bottom line.