

## California Consumer Privacy Act (CCPA): Data Subject Rights Solution

### What's Happened?

The California Consumer Privacy Act (CCPA) of 2018 broadly expands the rights of California consumers and requires certain businesses to be far more transparent about how they collect, use and disclose personal information. Among other rights, California consumers may submit requests for the right to:

- Know what personal information is being collected and why
- Request deletion of their personal information
- Request information about onward disclosures and, if applicable, the “selling” of their personal information
- Know the categories of third parties with whom their data is shared, as well as those from whom their data was acquired

### Solution

NAVEX has enhanced two of our existing solutions to help you prepare for and manage the processes required in this new legislation.

**EthicsPoint®** provides a solution to track, manage and report on these requests with the Data Subject Rights hotline and web intake bundle. Avoid the hassle of building an internal solution or learning and managing a new software solution by adding this bundled version of the hotline and incident management solution you're already invested in.

**NAVEXEngage®** also has a legally vetted CCPA training course. CCPA training is a recommended best practice for all employees and is required for certain employees. Help ensure employees across your organization not only understand the importance of this new legislation, but are ready to adhere to its requirements.



## Key Definitions

### <sup>1</sup>Business

“A sole proprietorship, partnership, limited liability company, corporation, association, or other legal entity that is organized or operated for the profit or financial benefit of its shareholders or other owners, that collects consumers’ personal information, or on the behalf of which such information is collected and that alone, or jointly with others, determines the purposes and means of the processing of consumers’ personal information, that does business in the State of California.”

### <sup>2</sup>Consumer

“A natural person who is a California resident, as defined in Section 17014 of Title 18 of the California Code of Regulations, as that section read on September 1, 2017, however identified, including by any unique identifier.”

### <sup>3</sup>Personal Information

“Information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household. Personal information includes, but is not limited to, the following if it identifies, relates to, describes, is capable of being associated with, or could be reasonably linked, directly or indirectly, with a particular consumer or household.”

More information on the CCPA law can be found [here](#).

Reach out to your Account Executive today to learn more.

Please note that this document is meant to provide guidelines around this law but is not legal advice. Please reach out to your legal team to determine the application of this regulation for your organization.

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