

CCPA CHEAT SHEET

Including requirements introduced by CPRA

BUSINESS

Any profit-making entity in California that collects or has personal information collected, determines data processing purposes, and meets these criteria: annual revenues over \$25,000,000, deals with 100,000+ consumers' data, or derives 50%+ revenues from selling personal information.

CONTRACTOR

An individual or entity to whom the business provides a consumer's personal information for specific business purposes under a written contract, following specific conditions.

SERVICE PROVIDER

An individual or entity that processes personal information on behalf of a business. They receive consumer data under a written contract, with specific contractual prohibitions in place, ensuring privacy compliance.

PERSONAL INFORMATION

Information that can directly or indirectly identify, relate to, or be associated with a specific consumer or household, including identifiers like name, address, commercial records, employment info, and geolocation data.

SENSITIVE PERSONAL INFORMATION

Sensitive Personal Information is a subset of Personal Information, encompassing government IDs, financial details, race, emails, genetic data, geo-location, biometric information, health records, and sexual orientation.

CONSUMER

A natural person who is a California resident as defined in Section 17014 of Title 18 of the California Code of Regulations, however identified, including by any unique identifier.

APPLICABILITY

Applies to profit-making businesses operating in California that meet the specified criteria.



CONSENT

Opt-out basis, with exceptions:

For consumers aged

13-16

EXPLICIT
CONSENT
REQUIRED

For consumers aged

<13

EXPLICIT
CONSENT FROM
PARENT/GUARDIAN
NEEDED

①

Right to
Delete Personal
Information

②

Right to Correct
Inaccurate
Personal
Information

③

Right to Know
what Personal
Information is
being Collected
and sold

④

Right to Opt-Out
of Sale or Sharing
of Personal
Information

⑤

Right to Limit Use
and Disclosure of
Sensitive Personal
Information

⑥

Right of No
Retaliation
Following Opt-Out
or Exercise of
Other Rights

⑦

Right of
Direct Action

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ENFORCEMENT

The California Privacy Protection Agency holds complete authority to enforce the California Consumer Privacy Act of 2018.

GENERAL DUTIES OF BUSINESSES COLLECTING PERSONAL INFORMATION

PRIVACY POLICY DISCLOSURE

Businesses must disclose consumer rights, provide request methods, and update annually. Policy should include list of collected information, sold or shared information, sources, purposes and categories of third parties.

REQUEST OPTIONS

Offer two or more methods for information requests.

OPT-OUT LINKS

Provide links for opting out of sale or limiting sensitive data use.

CONSUMER INFORMATION

Inform consumers at collection about personal and sensitive data, purposes, and retention periods.

PROPORTIONAL PROCESSING

Ensure data processing aligns with its purpose and original context.

AGREEMENTS

Establish contracts ensuring limited disclosure, privacy law compliance, and response to misuse.

DATA SECURITY

Implement safeguards against unauthorized access, destruction, or disclosure.

DATA BREACH

Notify consumers of any data breach expediently without any delay.

FINES

1. Data Breach Consequences

Consumers can sue for damages

(\$100-\$750/incident or actual damages).

Injunctive relief and other appropriate measures.



2. Fines for Violations

\$2,500 per violation.

\$7,500 for intentional violations or those involving consumers under 16.



HOW CAN
WE HELP?



Detailed
Assessments



Custom
Strategies



Implementation
Support



Training
Programs



Automated
Compliance
Tracking



Compliance
Solutions