



# CCPA/CPRA Compliance Guide

A comprehensive guide to California privacy law compliance for businesses and nonprofits. Navigate CCPA and CPRA requirements with confidence and protect consumer privacy rights.

# Understanding California Privacy Laws

## CCPA (2018)

The California Consumer Privacy Act established foundational privacy rights for California residents, including the right to know what personal information is collected and the right to delete data.

- Effective January 1, 2020
- Covers businesses meeting specific thresholds
- Consumer-focused rights and transparency

## CPRA (2020)

The California Privacy Rights Act expanded CCPA protections with stricter requirements, new consumer rights, and the creation of the California Privacy Protection Agency.

- Effective January 1, 2023
- Enhanced sensitive data protections
- New enforcement mechanisms

# Does CCPA/CPRA Apply to Your Organization?

The law applies to for-profit businesses that collect California residents' personal information and meet at least one of these thresholds:

## Annual Revenue


Gross annual revenues exceed **\$25 million** in the preceding calendar year

## Data Volume

Buy, sell, or share personal information of **100,000 or more** California residents or households annually

## Revenue from Data Sales

Derive **50% or more** of annual revenue from selling or sharing consumers' personal information

 Note: Nonprofits are generally exempt, but should still follow privacy best practices and may be subject to other data protection regulations.

# Seven Core Privacy Rights

01

## Right to Know

Access what personal information is collected, used, shared, or sold

02

## Right to Delete

Request deletion of personal information held by businesses

03

## Right to Opt-Out

Opt-out of the sale or sharing of personal information

04

## Right to Correct

Request correction of inaccurate personal information

05

## Right to Limit

Limit use and disclosure of sensitive personal information

06

## Right to Non-Discrimination

Equal service and pricing regardless of privacy choices

07

## Right to Data Portability

Receive personal information in a portable, usable format

# Privacy Policy Requirements

Your privacy policy must be comprehensive, accessible, and updated at least annually. Here's what to include:

## Categories of Data Collected

List all personal information categories you collect, including identifiers, commercial information, biometric data, and online activity

## Sources and Purposes

Disclose where you obtain personal information and specify business or commercial purposes for collection

## Third-Party Sharing

Identify categories of third parties with whom you share personal information and the purposes for sharing

## Consumer Rights Procedures

Explain how consumers can exercise their rights with clear submission methods and response timelines

## Retention Periods

Describe how long different categories of personal information are retained





# Implementing Opt-Out Rights

## 1 Clear Notice Required

Add a "Do Not Sell or Share My Personal Information" link prominently on your homepage and in your privacy policy

## 2 Simple Opt-Out Process

Enable consumers to opt-out through a simple, two-click process without requiring account creation or unnecessary information

## 3 Honor User-Enabled Signals

Recognize and respond to opt-out preference signals like Global Privacy Control (GPC) automatically

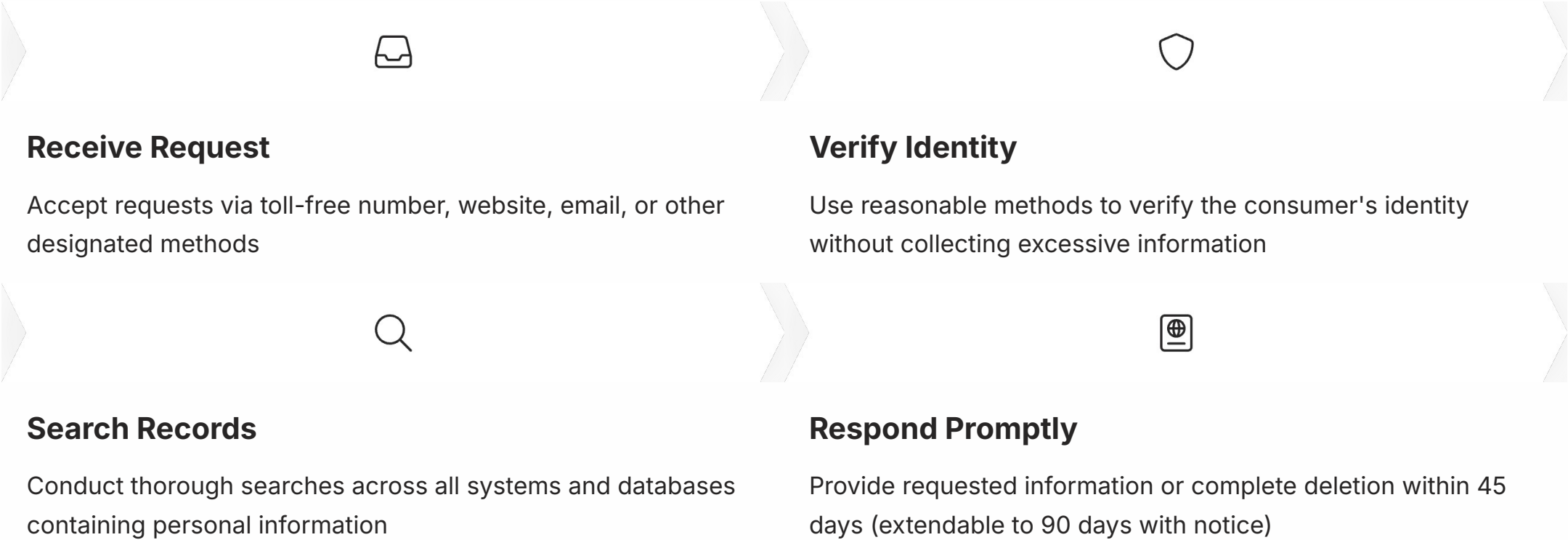
## 4 No Discrimination Allowed

Maintain equal service quality, pricing, and functionality for users who opt-out of data sales or sharing

Privacy settings  
Privacy settings  
Opt-out buttons

# Handling Data Subject Requests

Businesses must establish processes to verify and respond to consumer requests within strict timeframes.



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## Response Timeline

**45 days** standard response period

**+45 days** extension available if reasonably necessary

## Free of Charge

First two requests per year must be free

May charge reasonable fee for excessive or repetitive requests

## Documentation

Maintain records of requests and responses for 24 months

# Sensitive Personal Information Protection

CPRA introduces special protections for sensitive personal information, requiring additional consent and limited use.



## Identifiers

Social security numbers, driver's license, passport, financial account numbers



## Account Access

Username and passwords that permit account access



## Protected Data

Precise geolocation, racial/ethnic origin, religious beliefs, health data, biometric data, sex life, sexual orientation



Businesses must provide consumers the right to limit use of sensitive personal information to what's necessary to provide requested services.



# Service Provider and Contractor Requirements

When sharing personal information with vendors, businesses must ensure proper contractual protections and oversight.

**1**

## **Written Contracts Required**

Execute comprehensive agreements with all service providers and contractors who process personal information on your behalf. Contracts must specify permitted uses and require compliance with CCPA/CPRA.

**2**

## **Purpose Limitations**

Vendors may only use personal information for the specific business purpose outlined in the contract. Prohibit retention, use, or disclosure outside the defined scope.

**3**

## **Certification and Compliance**

Service providers must certify understanding of data restrictions and implement appropriate technical and organizational measures to protect personal information.

**4**

## **Audit and Monitoring**

Maintain oversight of vendor compliance through regular audits, security assessments, and breach notification procedures. Document due diligence efforts.

# Enforcement and Penalties

The California Privacy Protection Agency (CPPA) enforces CPRA violations with significant penalties. Understanding enforcement mechanisms helps businesses prioritize compliance efforts.

<b>\$2,500</b>	<b>\$7,500</b>	<b>\$750</b>
<b>Per Violation</b>	<b>Per Intentional Violation</b>	<b>Per Consumer</b>
Civil penalty for unintentional violations	Civil penalty for violations committed with knowledge	Statutory damages for data breaches (per consumer per incident)

## 30-Day Cure Period

The CPPA provides businesses a 30-day period to cure violations after notice, though this cure period may be eliminated for certain violations or repeat offenders. Private right of action exists for data breaches involving unencrypted or unredacted personal information.



# Key CPRA Enhancements

The California Privacy Rights Act significantly expanded consumer protections and business obligations beyond the original CCPA framework.



## New Privacy Rights

Added rights to correct inaccurate data and limit use of sensitive personal information



## Extended Lookback

Consumers can request data from previous 12 months (up from 6 months under CCPA)



## New Agency

California Privacy Protection Agency established with dedicated enforcement authority



## Sharing Restrictions

New "sharing" category covers cross-context behavioral advertising, requiring opt-out options



## Risk Assessments

High-risk processing activities now require cybersecurity audits and risk assessments



## Employee Data

Expanded coverage to include employee and B2B contact data with full CPRA protections

# About Cybersecurity Non-Profit

*"Making cybersecurity knowledge accessible to everyone through education, community, and practical resources."*

## Our Programs

- **Business & Non-Profit Security** – Practical guides for organizations of all sizes
- **Family Cybersecurity** – Protecting your household in the digital age
- **Kids Safety** – Age-appropriate online safety education
- **Senior Digital Safety** – Empowering seniors to navigate technology securely
- **Women's Security** – Privacy and safety resources for women online
- **Parents & Educators** – Tools to teach digital citizenship

**Everything we offer is completely free.** Visit us at **csnp.org** to explore our educational resources at **csnp.org/resources**

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