

Understanding the CCPA

California is home to some of the world's most prominent data collectors (Facebook, Google). But it is also at the forefront of the data privacy movement in North America. The CCPA is the U.S.' first taste of stricter controls around personal data. And it is set to cause a wave of changes to how companies do business.



What is the CCPA?

CCPA stands for the California Consumer Privacy Act. The CCPA is like the GDPR since it affords consumers greater rights over their data and personal information collected and used by businesses.

Who does the CCPA apply to?

Your business doesn't have to be located or headquartered in California to be subject to the CCPA. The regulation will apply to any company that has consumers in California and meets one or more of the following:



Has gross annual revenues over US\$25 million



Buys, receives or sells the personal information of 50,000 or more consumers, households, or devices



Derives 50% or more of annual revenues from selling consumers' personal information



What kinds of penalties can be issued for non-compliance?

A non-intentional violation can cost your business up to US\$2,500 per record. This jumps to US\$7,500 per record if the breach is ruled intentional.

Software that helps you comply with the CCPA

DATA LOSS PREVENTION

The Attorney General's Office can bring a lawsuit for a privacy breach if personal data is mishandled or penetrated while in your organization's possession.



Misaddressed emails are a leading cause of data breaches. **cleanDocs** uses AI to detect errors and alert the user before they can email the wrong person.



Protect personal information with proper redaction. **pdfDocs** permanently removes text, so the redaction can't be uncovered.



Get redaction right every time. **cleanDocs** detects improper methods in attachments so users can correct them before the email is sent.

DATA DISCOVERY

California residents have the right to access the personal data a business collects from them. Companies need to respond to requests around what data they have, where they collected it, how it is being used, and if it is sold to or shared with third parties.

Personal data is included in proofs of ID, scanned documents, and image-based files. These files need to be made text searchable to respond to consumer requests to see, access and delete personal information.

contentCrawler finds non-searchable files, OCRs them, and re-saves them as text-searchable PDFs. It covers legacy documents as well as those newly added. Simply set and forget to experience better search.