

Protect Privacy Now with CCPA

LANDMARK LEGISLATION IS A FIRST FOR THE U.S.A



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America's Privacy Law is Urging Immediate Action: California Consumer Privacy Act (CCPA)

The world is changing, fast. Blockbuster films about data privacy have brought topics such as Cambridge Analytica and Fake News mainstream, urging consumers to protect their data. News headlines feature a dystopian world where a paradigm shift in global privacy requirements is taking place. One such example is the first landmark data privacy legislation for the United States, the California Consumer Privacy Act (CCPA).

"CCPA is an integral step in providing the citizens of this world with more robust control over their personal data. It is essential."

- Christopher Muffat
CEO, Dathena

Dathena Privacy Solves the Overpowering Problem of Data Privacy Management

Dathena fast tracks compliance at a fraction of the cost of other solutions and provides you with peace of mind, knowing that your organization is in control and compliant.

- ✓ **Governance Verification** - In partnership with PwC or other consulting firms, Dathena performs a Privacy Maturity Assessment that combines advanced AI technology with industry-leading digital strategy and data privacy capability.
- ✓ **Automated Inventory and Record of Processing Activities (RoPA)** - Automatically analyze files to save your DPO both time and money. Dathena predicts the purpose of processing at the personal data level and continuously updates your data processing register.
- ✓ **Automated Personally Identifiable Information (PII) Linking and Subject Access Requests (SARs)** - vDetect and map all PII with accuracy, whether your data is structured, unstructured, on premise, or in the cloud. Both the volume of data and SARs are growing exponentially, making manual processes impractical. By automating SAR responses, you can reduce costs, improve accuracy, and decrease response times.

With one in eight Americans living in California you cannot underestimate the impact of the CCPA.

Protecting Sensitive Personal Data Has Never Been More Complex, Costly, or Challenging. Enter Dathena.

Developed by information risk experts and data scientists, Dathena understands:

- The complexities of data privacy and protection needs,
- The role of the Data Protection Officer (DPO),
- How to utilize artificial intelligence (AI) to power a privacy solution that seamlessly delivers compliance and protection.

"Since Cambridge Analytica, in just a year and a half, the United States has adopted what will be understood to be a de facto national privacy law - it's called the California Consumer Privacy Act."

Dathena: Ultimate Enabler of the Azure Trusted Cloud

A partnership with the world's most trusted cloud - Microsoft Azure - ensures Dathena empowers every client to achieve more with privacy. Microsoft Azure is the first major cloud provider to obtain the new Privacy Information Management Systems (PIMS) certification from ISO 27701, placing it as the global leader in privacy and security compliance.

- ✓ **Prioritization** - Automatically analyze and sort documents by toxicity and risk with a Data Privacy Impact Assessment (DPIA).
- ✓ **Remediation** - Reduce the risk of data leaks and unauthorized access to customer data with automated tagging. Control stale files and suggest recertification of Access Rights.
- ✓ **Auditing** - Dathena's AI solution is transparent because it utilizes a deterministic and explainable approach in detecting Personal Data and Purpose of Processing that provides legally defensible evidence.

Compliance

DATA PROTECTION IS A FUNDAMENTAL HUMAN RIGHT



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The Impact of CCPA on your Business

Now in effect - January 1, 2020

The California Consumer Privacy Act (CCPA) is a landmark data privacy law that creates new consumer rights relating to the access, deletion, and sharing of personal information that is collected by businesses. It aims to provide "ownership, control and security of the data" back to Californian consumers. To comply with the law, businesses must implement significant operational reforms and provide transparency with regards to automated decision-making and the profiling of consumers.

"Under CCPA, companies must be transparent about data collection and use, and provide people with the option to prevent their personal information from being sold."

- Julie Brill
Chief Privacy Officer, Microsoft

Must Know: Important New Rights Granted to Californian Consumers

- ✓ Right to know what personal information is collected, used, shared, or sold.
- ✓ Right to delete personal information held by businesses and by extension, a business' service providers.
- ✓ Right to opt-out of the sale of personal information.
- ✓ Protection of children under the age of 16 by making it mandatory to provide opt-in consent, and obtaining parental/guardian content for children under 13.
- ✓ Right to non-discrimination with regards to price and/or service when a consumer exercises a privacy right under CCPA.

92% of IT decision-makers with data in the cloud are confident in Azure's ability to be compliant.

- Microsoft GDPR survey, November 2017

Criteria: Does CCPA Affect Your Business?

The CCPA applies to for-profit businesses that collect and control California residents' personal information, do business in the state of California, and meet at least one of the following thresholds:

- Annual gross revenues greater than \$25 million,
- Receive or disclose the personal information of 50,000 or more California residents, households, or devices each year,
- Make 50% or greater of their annual revenue from selling California residents' personal information.

Many small businesses and non-profits are unaffected by CCPA.

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Four Key Requirements for Businesses to Ensure CCPA Compliance

- 1 Disclose data collection, sharing, storage, and deletion practices to consumers within 45 days.
- 2 Enable verification of opt-in consent vs data processing activities for all consumers.
- 3 Prohibit the selling of personal information of consumers under the age of 16 without explicit consent.
- 4 Adopt responsible data incident and breach response mechanisms to decrease impact and risks.

*Don't put your business at risk.
Get a privacy plan and the right tools in place to ensure compliance.
Dathena can help.*