

The California Consumer Privacy Act of 2018

The California Consumer Privacy Act (“CCPA”) has ushered in a new era of consumer privacy protections in the United States. Establishing GDPR-like conditions on organizations that process California residents’ personal data, the law provides broad privacy protections for consumers and strict requirements for corporations. Legal and compliance teams must take steps to comply with the regulation in order to reduce operational and reputational risk.

FTI CCPA SERVICES OFFERED

CCPA assessments

CCPA program and process implementation

Privacy risk strategy development and executive advisory support

Consent and opt-out preference management strategies

Holistic privacy program maturity benchmarking

Privacy enabling technology development

California consumer data identification and mapping

CCPA training and awareness

Long-term privacy support and managed service

CCPA incentive program implementation

Deterministic and probabilistic ID mapping

A State Law With Global Reach

California’s economy is the fifth largest in the world, with \$2.75 trillion in annual gross domestic product. As a result, companies with any level of exposure to US markets likely have a personal data footprint in California.

The CCPA applies to any company that “does business” in California and satisfies any of the following conditions:

- Generates an annual gross revenue of at least \$25 million;
- Derives 50% or more of its annual revenue from selling consumer personal data; or
- Buys, sells, or shares the personal data of at least 50,000 consumers, households, or devices.

Requirements

- Enhanced privacy notice requirements;
- The consumer’s “right to opt out” of any sale of their data;
- The individual’s right to access and delete their personal data stored in a company’s systems;
- The right to equal service and prices (no retribution or price premiums for “privacy-equipped” services);
- Enhanced “third party data broker” notification requirements;
- Enhanced parental consent requirements;
- New fines and private rights of action; and
- An initial framework for “financial incentive programs” rewarding consumers that permit the sale of their data.

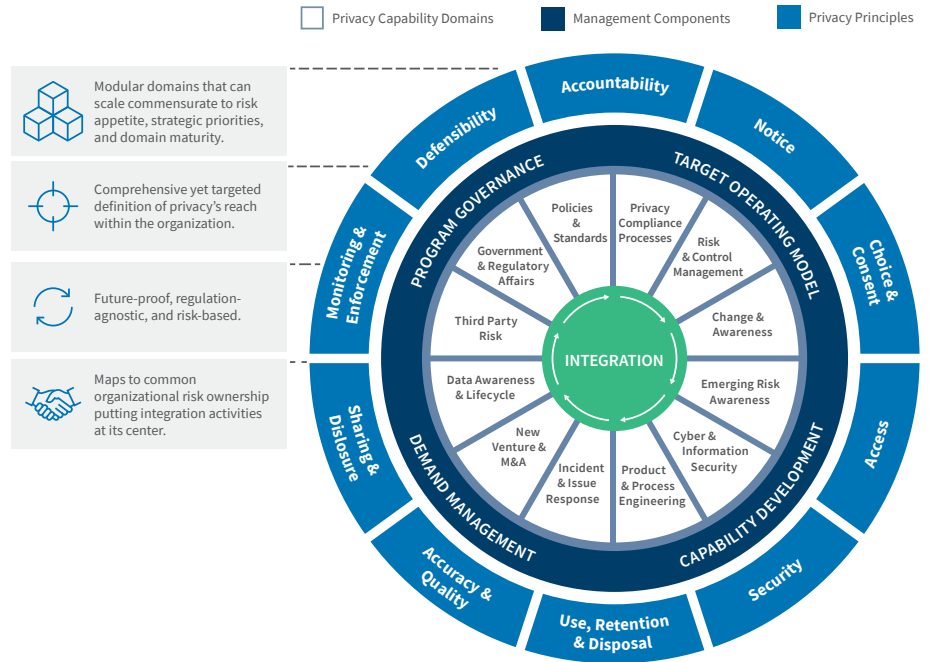
CCPA QUICK FACTS

- Establishes privacy rights for California residents centered around notice, access and consent
- Establishes compliance obligations for companies that “do business” in California
- Establishes fines and permits lawsuits by impacted California residents
- \$7,500 administrative penalty per intentional violation
- Possible class action lawsuits for breach events where company could pay between \$100 and \$750 per impacted California resident per breach
- Permits companies to establish “financial incentive programs” intended to reward those consumers that allow the sale of their personal data

FTI’S CCPA Services

FTI Consulting provides a wide range of CCPA services that help reduce our client’s regulatory, operational, or reputational risk. From short, project-based engagements to ongoing managed services, FTI Consulting’s CCPA services are tailored to each organization’s need to ensure regulatory readiness.

FTI’S DATA PRIVACY FRAMEWORK



Our services are provided by a team of data privacy subject matter experts with deep subject matter knowledge of municipal, state, national, and global data privacy risk & compliance.

FTI’S Data Privacy Framework

FTI Consulting’s Data Privacy Framework is a holistic, outcome-based model intended to cover all aspects of a company’s data privacy risk management capabilities. FTI is ready to support clients in all aspects of their data privacy risk management needs.

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