

California Privacy Rights Act Services

The California Privacy Rights Act of 2020 (“CPRA”) comes into effect January 2023 with an enforcement look back to January 2022, and impacts any company currently obligated under the California Consumer Privacy Act (“CCPA”).

TOP FEATURES OF CPRA

Creation of a data privacy agency with authority to enforce CCPA and CPRA

Expanded applicability to businesses that derive 50% of their annual revenue from the sharing of personally identifiable information (PII)

New category of Sensitive Personal Information and new requirements for businesses processing it

Grants consumers new rights to correction, opt-out of decision-making and profiling, restriction of sensitive PII, data portability and more

Increases opt-out rights for minors and fines for violations of CPRA involving consumers under the age of 16

Expands scope of consumers’ privacy right of action

Expands data breach liability and reduces cure period for violations

Requires mandatory risk assessments and cybersecurity audits for high-risk activities

Institutes data minimization and storage limitation requirements

Introduces notification requirements to third parties regarding deletion of consumer personal information

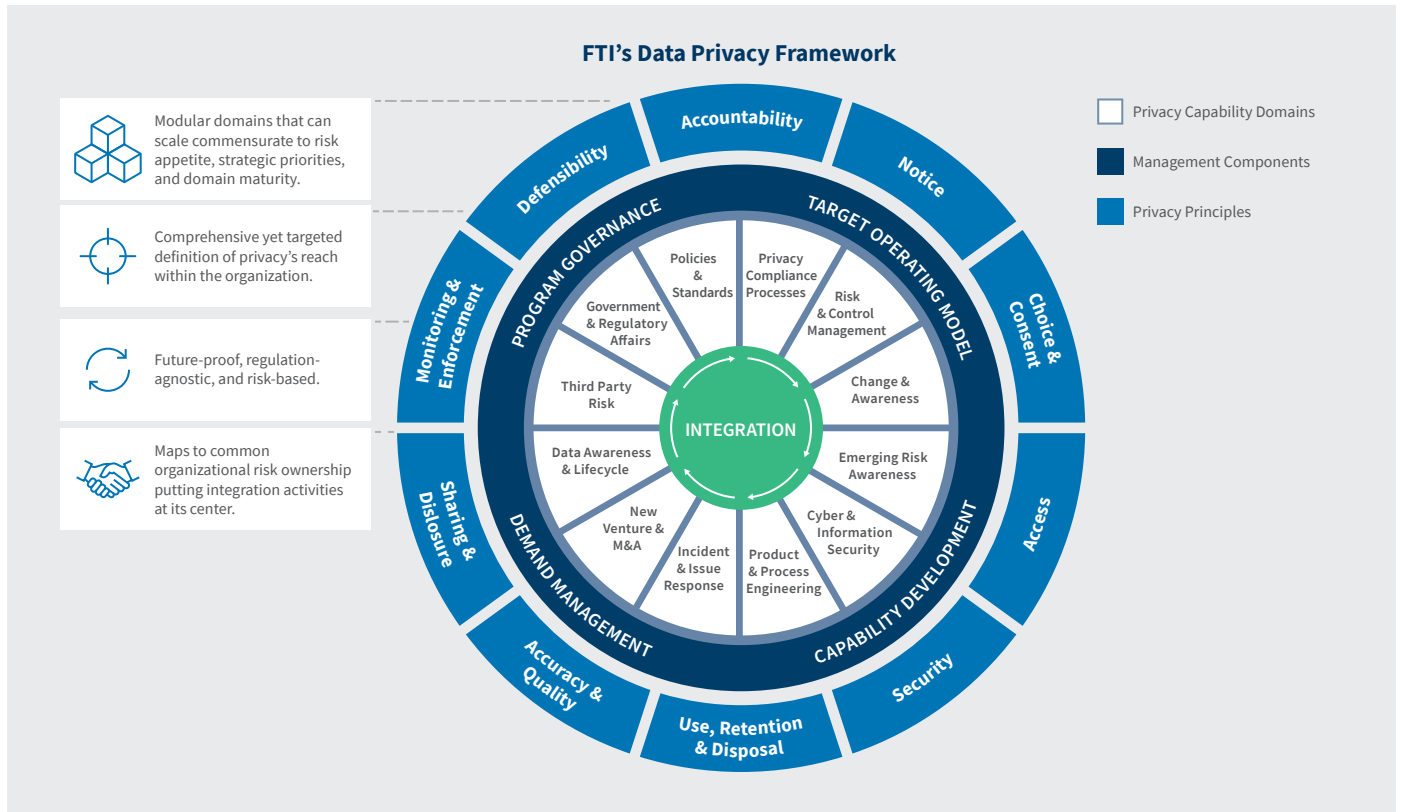
With a broader scope than the existing law, it creates additional rights and obligations and expands the liability businesses could face if they experience privacy or information security violations, moving California privacy regulations closer to the GDPR standards. Organizations must familiarize themselves with and prepare for the expanded responsibilities and obligations under the new regulation.

CPRA Preparedness

FTI Consulting provides a wide range of CPRA services to help reduce our clients’ regulatory, operational and reputational risk. From short, project-based engagements to ongoing managed services, our CPRA services are tailored to each organization’s needs. FTI’s team of data privacy experts have a strong track record of collaborating across legal, IT, compliance and lines of business on policy development and implementation. We’re also skilled with the practical application of data protection and information security, managing an operational environment, implementing information governance practices, and applying change management in complex regulatory circumstances.

FTI CPRA Services

- CPRA readiness assessments
- CPRA 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
- CPRA training and awareness
- Long-term privacy support and managed services
- CPRA incentive program implementation
- Digital marketing risk assessments



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.

Privacy Expertise

Our independent assessment professionals work within a global Information Governance, Privacy & Security Team that is adept at designing and building regulatory requirements across North America, EMEA, and Asia. We have field experience building solutions around diverse privacy regulations including GDPR, ePrivacy, EU member state regulations, California Consumer Privacy Act of 2018 (CCPA), HIPAA, HiTECH, GLBA, 23 NYCRR 500, PIPEDA and more.

About FTI Technology

FTI Technology solves data-related business challenges, with expertise in legal and regulatory matters.

As data grows in size and complexity, we help organizations better govern, secure, find, analyze and rapidly make sense of information. Innovative technology, expert services and tenacious problem-solving provide our global clients with defensible and repeatable solutions. Organizations rely on us to root out fraud, maintain regulatory compliance, reduce legal and IT costs, protect sensitive materials, quickly find facts and harness organizational data to create business value. For more information, please visit www.ftitechnology.com.

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