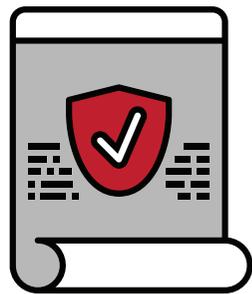


# ARE YOU PREPARED?

## CCPA Checklist

As of July 1, 2020, The California Consumer Protection Act (CCPA) will be enforced against publishers, advertisers, and vendors. Are you ready to comply?



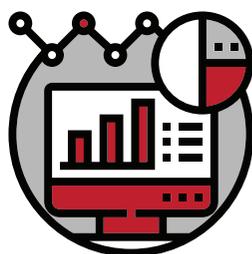
### PRIVACY POLICY UPDATE

In order to comply with CCPA privacy policy regulations, you must include the following:

- ▶ What personal data your business collects
- ▶ Why it collects personal data
- ▶ With whom the personal data will be shared
- ▶ How you collect personal data
- ▶ Whom consumers can contact to better understand how their personal data is used and stored
- ▶ The rights of the consumer

### CONTACT METHODS

Establish a way for consumers to easily contact you when wanting to request access to, changes to or deletion of their personal data. At the minimum, a toll-free number should be provided to consumers.



### KNOW YOUR DATA

Proactive data and journey mapping is critical to understanding where all personal information is stored and saved. Be ready to delete any data upon request easily and quickly.

### “OPT OUT” OPTIONS

Consumers have the right to “opt out” of sharing personal information. Create an easy option for them to do so and avoid any extra steps that could cause frustration.



### CONSENT FOR ALL

Automatic consent is a thing of the past. All companies are required to collect parental consent for minors under the age of 13 and direct consent for those aged 13-16 years old. Automatic consent will not be established.



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