



Farella CCPA Disclosures Compliance Solution

The California Consumer Privacy Act of 2018 (CCPA) governing, among other things, the notice and rights companies must provide to consumers when collecting personal information comes into effect on January 1, 2020. Are you ready?

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Inspired by the EU's GDPR, the CCPA aims to bolster consumers' privacy rights by instituting notice, storage, retention, security, and other requirements related to collecting consumers' personal information.

Take advantage of Farella's CCPA Compliance Solution now so your company can be ready for the new law without significant business disruption. Our privacy lawyers will review your website and data policy and walk you through the steps you need to take to satisfy the notice requirements under the CCPA, and will steer you toward compliance so you're ready for the Act.

We offer the following compliance product on a flat fee basis:

- **Website Review:** Review of the company website to assess the nature of data likely collected.
- **Company Data Stakeholders Interview:** Meet with the appropriate personnel at your company (likely representatives from the Marketing and IT departments) to determine exactly what data is being collected and how it is collected, stored, and used.
- **Privacy Policy:** Review the site privacy policy to determine its compliance with the disclosure requirements of the CCPA and provide the company with a policy that properly reflects the company practices and the CCPA required disclosures.
- **Compliance Recommendations:** Provide additional information on the steps the company should take to best ensure compliance with the CCPA.

Failure to take action will open your company to significant risk. The CCPA provides for enforcement by the California Attorney General and significant penalties for noncompliance, including fines of \$2,500-\$7,500 *per violation*. The Act also provides for a private right of action in connection with non-compliance with data security requirements. As such, it is imperative to take steps toward compliance sooner rather than later, and we can help you start the process.