



California Consumer Privacy Act (CCPA) Data Privacy Checklist

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Overview

Global data privacy compliance regulations like the Global Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA) and the Lei Geral de Proteção de Dados Pessoais (LPGD) in Brazil have put a focus on personal customer and employee data. While non-compliance with these regulations could lead to severe penalties, the regulations also offer organizations an opportunity to transform and create new data-led business models.

Meeting privacy obligations and protecting personal data requires the discovery and classification of different types of data across the business. These steps can include the preparation of a record of processing activity (ROPA) and a privacy catalog, and the mapping of processing activities to personal data use. Discovery and classification also include data minimization and the ability to comply with consumer and data subject rights (DSR) policy.

CCPA Data Privacy Checklist

A risk privacy assessment across your organization is a good place to begin your journey to help define your data privacy readiness across five actionable building blocks:

- 1. Define Personal Data** – Any information that can directly or indirectly identify each living, natural person could fall into this category.
- 2. Discover Personal Data** – Understand where personal data, both structured and unstructured, resides.
- 3. Catalog Personal Data** – Define what is personal data to the business, its lineage, and how you process and use that data.
- 4. Protect Personal Data** – Safeguard personal data using anonymization and minimization techniques.
- 5. Support Data Subject Rights** – Provide transparent data subject access request methods supporting the right to enquire, correct and erase, and supporting data portability. Eliminate blanket assumed opt-in consent of customers and ensure you can respond quickly.

CCPA compliance presents an opportunity for digital transformation. Embrace it to transform and build your digital relationship with each customer for more transparent and personalized services. By making smarter use of data—protecting it without placing limits, ensuring effective governance understanding, and making data available to business users as permitted—you make room for innovation.



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