



## A Smooth Path to CCPA Compliance

Greenberg Traurig's Data, Privacy & Cybersecurity Group assists companies of all sizes and specialties establish and maintain compliance with California's Consumer Privacy Act ("CCPA"), including:

- Advertising, marketing, and digital media
- Retail and e-commerce
- Technology, software, and SaaS providers
- Financial services, wealth management, and fintech
- Healthcare, biotech, and life sciences
- Human resource services and employee benefit providers

### Practical Compliance Plan

We provide clients with customized, practical compliance advice, utilizing a step-by-step, easy to use project management tool. We break down the compliance effort into three phases, each with estimated deadlines for completion, and assist clients in prioritizing projects.

**PHASE 1: REVIEW AND GAP ANALYSIS.** We help businesses analyze their current data collection and sharing processes, understand their CCPA compliance gaps, and build detailed, prioritized goals for compliance success.

**PHASE 2: EXECUTION.** We work collaboratively with a business's privacy counsel or core team of internal business, IT, and operations leads to implement and complete their CCPA compliance projects in a streamlined manner.

**PHASE 3: MAINTENANCE.** Once the business has completed the compliance projects, we can help establish ongoing oversight of its compliance program and key internal processes.

### Reference Tools

We hear time and time again that the CCPA is confusing or can be hard to understand. We've developed accessible reference tools to educate and inform your business, including:

▶ **SCOPE OF PERSONAL INFORMATION.** We break down the CCPA's multi-part definition of personal information into a clear list, with examples related to each category. Businesses must fully understand which data is in scope for the CCPA to complete the compliance steps and implement the appropriate controls.

▶ **ROADMAP OF THE LAW.** We provide a detailed roadmap of the CCPA that may be used for reference by the business. Our roadmap complements our compliance project tools by providing more information on key issues, including exemptions; privacy notice requirements; data security requirements; consumer rights; and requirements for service providers and third parties.

▶ **DATA SECURITY.** We break down industry-standard security into the key requirements your business needs to implement to establish reasonable security under the CCPA, without the technical jargon.

**Time is running out; the CCPA will be in effect in January 2020.**

Contact us today to get started.

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