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Executive Brief

Intelligent Data Privacy: California Consumer Privacy Act

Key Statistics

- 69% of global consumers are prepared to boycott any company they believe does not take data protection seriously
- 62% blame the company first in the event of a data breach, rather than the hacker
- 83% of U.S. consumers will stop spending for several months after a breach or serious incident
- 21% of U.S. consumers will never return to a brand that has suffered a data breach[1]

Drive Compliance Readiness to Support Customer Trust and Reduce Organization Risk

California Residents Get Control of Their Personal Information and Set Expectations for Privacy

The California Consumer Privacy Act (CCPA) joins a growing movement of worldwide privacy legislation designed to provide privacy rights to individuals and to give them greater control over the use of their personal information.

The CCPA grants consumers rights for their personal data and prevents businesses from discriminating against them for exercising those rights. In particular, consumers can ask about the categories and specific pieces of personal information a business has collected about them and the purposes for which the business uses that information. Consumers can ask the business to delete personal information it has collected about them or request that their personal data not be sold to third parties. The CCPA also obligates businesses to implement and maintain reasonable data security procedures and policies appropriate to the nature of the information. It also creates a private right of action (with potentially high liability for businesses) for any breaches of that obligation that result in unauthorized access to personal information covered by California's breach notification law.

Key Considerations for Data Privacy

Privacy officers and security teams need automated tools to effectively manage data privacy readiness. Unfortunately, privacy officers are often frustrated by the inability to identify, locate, and assess personal information, facilitate cooperation and collaboration among business, privacy, and IT, and effectively protect and monitor personal information.

Informatica® data privacy solutions are designed to provide a foundation that supports data privacy regulations and consumer trust. By proactively managing compliance requirements, organizations can ensure that data risks (such as data misuse or loss) are remediated and monitored, and that stakeholders can effectively collaborate for privacy readiness, audits, and reporting.

[1] https://www.infosecurity-magazine.com/news/fifth-consumers-never-return

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Informatica data privacy solutions provide organizations with the ability to continuously (1) Manage data governance policies (2) Discover and manage personal and sensitive data (3) Map individual identities to their personal data (4) Analyze and track data risks (5) Take action to protect personal information and manage data subject and consent requests, and (6) Track privacy progress and communicate privacy actions and status.

To meet the challenges of CCPA, organizations need better intelligence and personal data security to provide residents of California (CA) the control and protection required by the CCPA.

CCPA Provisions	Informatica Capabilities
Process inventory to respond to consumer requests including Right to Know under 1798.110	Organizations can create end-to-end business flows to visualize processing activities linking data categories, purpose, and third-party sharing to physical systems.
Right to Access Provision 1798.100 and 1798.110	Leverage real-time insights into an individual's in-scope data, providing a quick way to match an individual's data with its purpose (third-party sharing, etc.) in support of access requests.
Right to Deletion Provision 1798.105	With deletion, via remediation workflows, completely remove personal information. Validation capabilities provide an audit trail to validate that personal information has been removed.
Right to Sales Opt-In for Minors Provision 1798.120	With detailed intelligence on personal data, policies can be defined to ensure that organizations can enforce how, or if, children's personal information is sold, and thus whether prior opt-in consent will be required.
Right to Sales Opt-Out Provision 1798.120	Organizations can manage individual opt-out requests, including the ability to match requests collected from feeder systems for a specific individual and that individual's related data.
Privacy Protection Provision 1798.150	Automated orchestration of data security controls to mask personal data and help prevent unauthorized access and monitor for suspicious use and access.

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