



Turn Data Assets into Business Opportunity Under CCPA

The Challenge

Leveraging the increasing value of the personal information your organization collects without running afoul of the CCPA or the public's trust.

The Solution

Deploy a context-driven, statistical method called risk-based anonymization to ensure the safety, privacy, and utility of your organization's data.

The Outcome

Business-driving data assets that protect individual privacy and comply with the CCPA, HIPAA and GDPR.

How the CCPA is changing the legislative landscape

Since the California Consumer Privacy Act was signed in 2018, multiple other states have proposed or introduced similar, state-level privacy bills, creating an air of general uncertainty around data legislation across the U.S. and around the world.

Companies who collect and use data from individuals in multiple states are currently without guidance on what level of data transformation will be required to ensure compliance nationwide.

Who must comply with the CCPA?

At present, very few affected companies are reporting full CCPA compliance. So, it's safe to assume there will be a push from more organizations to get compliant before the impending start date of January 1, 2020. (Or, at the very latest, the actual effective date of no later than July 1, 2020.)

With fines ranging from \$2,500 to \$7,500 USD per violation, CCPA regulations will apply to any company or person that does business in the state of California that:

- Has more than \$25 million in annual revenue;
- Collects information on 50,000+ people (or devices); OR
- Makes 50% or more of its annual revenue from selling personal information.

How will the CCPA affect my company's operations?

Broadly speaking, the CCPA applies only to commercial activities involving identifiable consumer or household information. Properly and fully de-identified data will be compliant with all regulations (as it will no longer contain anything that could be considered personally identifiable information). If you are already employing a solution that appropriately de-identifies your data, then from a use and sharing perspective, the CCPA shouldn't affect you, no matter which state(s) you do business in or from¹.

¹ CCPA excludes certain categories of medical information, as well as data related to health or collected for clinical trials.

Consider a contextual, risk-based approach to transforming data

When it comes to leveraging your company's data assets without running afoul of statutory regulations or the public's trust, there will not be any need to come up with bespoke treatments or systems on a state-by-state basis. As a data-privacy solution provider, Privacy Analytics can offer an approach that will help you consistently protect individual identity while driving data value.

Privacy Analytics provides data de-identification services and software for clients in the consumer and healthcare industries. By measuring the re-identification risk of your organization's personal information or protected health information, we help turn your most sensitive data assets into your most powerful business drivers.

Our peer-reviewed approach for transforming sensitive data is called **risk-based anonymization**. It's a context-driven, statistical method that ensures you are neither over nor under de-identifying your data, giving it the highest possible level of utility and the lowest level of risk.

Turning sensitive data into powerful business drivers

Whether you work with our in-house experts, or your team uses our software, or both, the first step is assessing the risk of re-identification in your company's current process, flow, data, and use case(s).

From there, Privacy Analytics' unique methodology enables you to sufficiently de-identify your data – reducing the risk while maintaining optimum utility. You get an auditable report proving your organization took legally defensible steps to protect individual privacy.

When seeking to use data for business potential under the CCPA, you increasingly reduce the level of identifying information in personal data as you move from basic organizational needs (such as security) to more advanced business use cases (like leveraging sensitive data for innovation).

Wondering if your data practices are safe under the CCPA?

If you're unsure whether your company's current data handling practices are compliant with the CCPA, we can help.

140

clients served across multiple consumer and healthcare sub industries

100+

in-house data privacy experts who inform data privacy standards around the world

12+

years in business as pioneers of a privacy approach that's recognized globally

Contact Privacy Analytics to set up your free, strategic consultation.

⋮ Together we'll discuss your business needs in order to meet your privacy and CCPA obligations.
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⋮ **Email:** sales@privacy-analytics.com
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