

# CCPA: Are you ready for the changing data privacy landscape?

Another year, another new wide-reaching regulation designed to protect consumer data privacy.

Signed into law just one month after the EU's implementation of the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA) is now also in effect, with a great impact on how businesses handle and manage the personal data of California residents.

Specifically, CCPA applies to businesses that meet any of the following criteria:

- \*Have gross annual revenue of more than \$25 million
- \*Buy, receive, or sell the personal information of 50,000 or more consumers, households, or devices
- \*Derive 50% or more of their annual revenue from the sale of consumers' personally identifiable information

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