The California Consumer Privacy Act (CCPA) demands compliance and has a deadline – January 1, 2020. However, CCPA is an opportunity too – something that many organizations are in danger of overlooking when faced with lists of CCPA requirements.

This is a checklist for organizations that want to take a more strategic approach to data intelligence, including data privacy rules such as CCPA.

Organizations should:

- Discuss CCPA in light of other coming regulations
- Consider how AI, ML and IoT projects support CCPA
- Understand the relationship between CCPA and your data life cycle
- Engage with the new data privacy rights
- Build a strong data privacy culture
- Create trust by enhancing transparency
- Open dialogue with third parties about CCPA
- Update personal data risks and controls management

Discuss CCPA in light of other coming regulations

Consider CCPA compliance strategically. The EU’s General Data Protection Regulation (GDPR) is already on the books. Other US states, the federal government, and many countries in the process of enacting similar reforms. Create a data privacy strategy that makes compliance with additional rules fast and simple.

Consider how AI, ML and IoT projects support CCPA

A new product and service development should embrace "privacy by design." This means that data privacy standards are hard-wired into new projects from the very beginning. Boards and C-suites should think about data privacy in the context of digital transformation and delivering shareholder value.

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Engage with the new data privacy rights

CCPA enshrines certain new rights into law to protect individuals from the misuse of their data. These include the right to:

- Opt out of personal information sales
- Request disclosure of personal information
- Ask to see which personal information is being shared with third parties
- Receive personal data in a “portable” format so it can be transferred
- Have personal data deleted by the business

Build a strong data privacy culture

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Create trust by enhancing transparency

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Open dialogue with third parties about CCPA

In light of CCPA and other data privacy rules, it’s important that third parties share your organization’s data culture values. Whether data is being sold or used in an outsourcing arrangement, organizations need to build trusted relationships, supported by contracts and regular reviews.

Update personal data risks and controls management

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Of course, the details of compliance obligations for CCPA are important. However, it is possible to lose the forest for the trees. Getting data privacy right means stepping back and taking a more strategic approach that focuses on data intelligence.

To learn more about how your organization can transform CCPA compliance into data intelligence and shareholder value, click here.