

# What is CCPA? Why Do I Need to Know?

SPIREDIGITAL.COM



CCPA stands for California Consumer Protection Act of 2018



## What is CCPA

CCPA is bill that protects the consumer data of California citizens against companies operating anywhere in the world.

### How Will CCPA Impact Business?

Businesses will have to provide information to users about how and why they are using their data. They will also need to explain how users can opt out of the data collection process altogether.



### Are CCPA and CalOPPA the Same Act?

CalOPPA and CCPA are two different privacy protection acts. Each act will require businesses to provide specific information to the public.

### How Do I Become CCPA Compliant?

The CCPA requires the following in your privacy policy:

1. Information about the selling of your users' information and how to opt out of the process
2. Methods of identity verification for accessors of user data
3. Information about who the CCPA law applies to

For more info on CCPA compliance,  
*contact us!*