

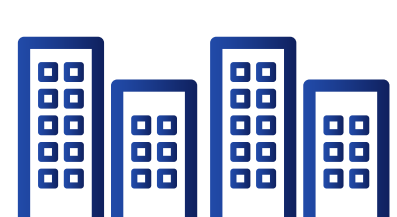
CPRA (Prop 24) Overview

What's New?

Who is covered?

Any business that:

Has **\$25+ million** in annual revenue



Buys, sells or shares PI of **100,000+** consumers or households



Derives at least **50%** of annual revenue from selling or sharing consumer PI.



Additional Consumer Rights

- ✓ Right to Limit Use and Disclosure of Sensitive PI
- ✓ Right to Opt Out of Automated Decision Making Technology
- ✓ Right to Correction
- ✓ Right to Restrict Sensitive PI
- ✓ Right to Access Information About Automated Decision Making
- ✓ Audit Obligations

California Privacy Protection Agency



A new Agency partially funded from the collection of fines



CPRA affirmatively defines **'SALE' OF DATA AS 'SHARE'**

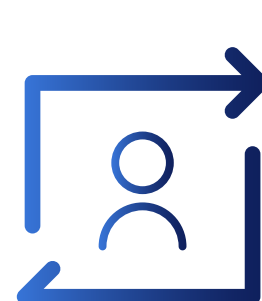


consumers have to be able to opt out of retargeting

CPRA limits

data collection, use, retention, and sharing of personal information

to what is **"reasonably necessary"** to achieve the specified purposes



Companies are now required to submit a



Risk Assessment Report

to the California Privacy Protection Agency on a regular basis

CPRA goes into effect

January 1, 2023

with a look back from January 1, 2022

