

# CENTRL

California Consumer Privacy Act

CENTRL Privacy360 is an integrated privacy management platform to help companies achieve and maintain compliance with CCPA - including consumer rights management, data inventory and assessment automation.

The California Consumer Privacy Act (CCPA) will take effect on January 1, 2020. The law introduces new privacy rights for consumers and will require companies that conduct business in the State of California to implement structural changes to their privacy programs. The CCPA subjects non-compliant businesses to fines, class-action lawsuits, and legal action. Key items included in the act are:

**The Right To Request Information** (1798.100, 1798.110, 1798.115):

Consumers can request businesses to provide details about the personal data that is collected.

**The Right To Deletion of Personal Information** (1798.105):

Consumers can ask businesses to delete any personal information the business has collected about them.

**The Right To “Opt Out”** (1798.120):

Consumers can ask to not sell their personal information to third parties.

**Disclose Information to Consumers** (1798.100):

Businesses will have to inform consumers of the categories of personal information that will be collected along with the purpose.

## Key Features

## How will it help you with CCPA?



### Data Inventory & Data Mapping

- ✓ Map of all processing activities including the personal data categories, data elements, purpose of data collection, systems and locations where personal data resides
- ✓ List of third parties and other organizations with whom personal data is shared or sold
- ✓ Dual approach to automation: eDiscovery tools and questionnaire response harvesting to populate data inventory

- ✓ Disclose Information to Consumers
- ✓ The Right to Request Information
- ✓ The Right to Delete Personal Information
- Create disclosures on the privacy pages using information from the Data Inventory
- Automatically lookup data for incoming consumer requests to find systems, locations, third parties where data resides to fulfill the request



### Individual Rights Management

- ✓ Customizable request form that can be branded and tailored to client requirements
- ✓ Workflows to automate assignment of request to process owners to track progress and manage resolution per regulation
- ✓ Automated tasks for internal users or third parties for fulfilling request. Third parties can respond to tasks in the application
- ✓ API's and connectors to integrate with internal ticketing and other tools

- ✓ The Right To Request Information
- ✓ The Right to Delete Personal Information
- Automatically lookup data for incoming consumer requests to find systems, locations, third parties where data resides to fulfill the request



### Consent & Preference Management

- ✓ Provides a single system of all consent records.
- ✓ Provide “Do Not Sell” and other “Opt-In/Opt-Out” consent choices for consumers directly on the website
- ✓ Consent choices are propagated to other systems and third parties/partners
- ✓ Look up consent records before selling or sharing data with partners to ensure compliance.

- ✓ The Right to “Opt Out”
- Single system of all consent records for audit purpose
- Sync consent choices with systems and third parties



### Issues & Assessment Automation

- ✓ Create and manage issues, gaps and findings per CCPA
- ✓ Create action plans and manage due dates
- ✓ Track issues to closure

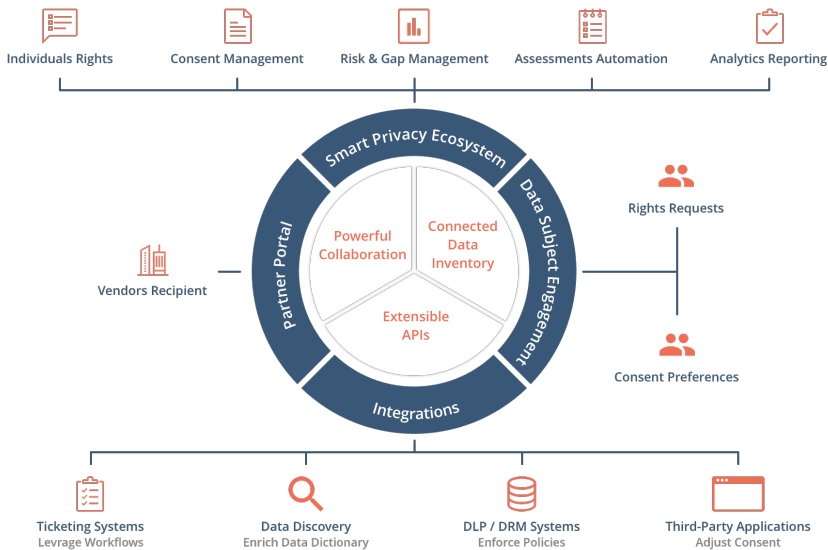
- ✓ Determine the security and privacy gaps.
- ✓ Ensure that all necessary controls are implemented internally and at partners to avoid breaches.



### Reporting and Analytics

- ✓ Comprehensive privacy dashboard to manage and monitor all privacy activities
- ✓ 360-degree view of processing activity by data subject, data categories, systems, third parties and other attributes

- ✓ Operational dashboard to track day to day activity like consumer request backlog, risk activities, and statuses of assessments
- ✓ Executive level dashboard to manage CCPA compliance across the organization



## Why CENTRL?

**Integrated Privacy Platform**

**Highly Intuitive & Flexible**

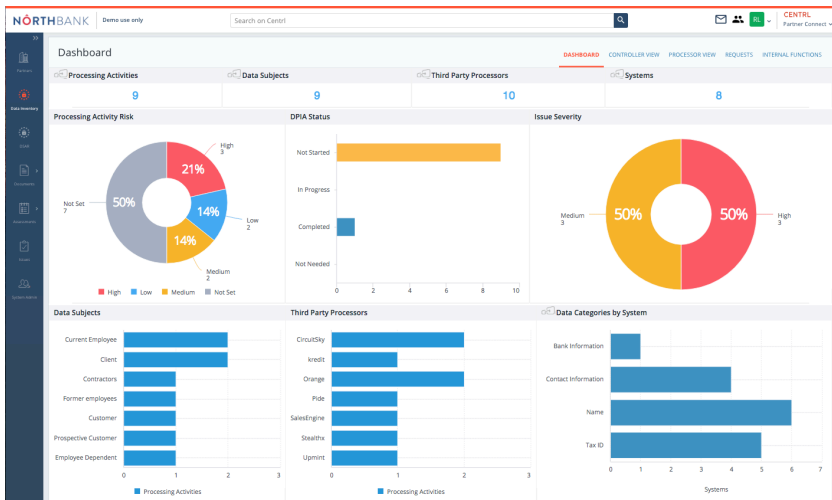
**Deep Automation Across All Modules**

**Dynamic & Configurable Dashboards**

**Rapid Implementation & Easy**

**Integration With Open APIs**

**Enterprise Grade Security, Controls & Scalability**



For more information on CCPA visit [oncentrl.com/CCPA](https://oncentrl.com/CCPA)