

CookiePro  
by OneTrust

## CCPA FAQs

[www.cookiepro.com](http://www.cookiepro.com)

# CCPA FAQs

With the California Consumer Privacy Act (CCPA) quickly approaching, we made a list of some of the most frequently asked questions to help you understand the regulation and the steps you must take to comply.

## WHAT IS CCPA?

California is the first state to pass a comprehensive consumer privacy law with extensive implications. The California Consumer Privacy Act (“CCPA”) is one of the most comprehensive laws in the country. CCPA was enacted in early 2019 and it goes into effect on January 1, 2020. A lot of businesses have started preparing for the California Consumer Privacy Act by understanding what data they are collecting, how they are using it and with whom they can share or disclose the data with.

## WHO DOES CCPA AFFECT?

The CCPA applies to for-profit businesses operating in California that collect the personal information of California consumers for which any of the following are true:

- Annual gross revenues over \$25 million.
- Annually buys, receives, sells, or shares personal information of over 50,000 California consumers, households, or devices.
- Derives at least 50% of annual revenue from selling California consumers’ personal information.

## WHAT ARE CONSIDERED CONSUMER RIGHTS BY THE CCPA?

The CCPA provides the following rights to consumers:

- The right to know what personal information has been collected.
- The right to know whether that information has been disclosed or sold.
- The right to say “no” to the sale of their information (also called “opt out”).
- The right to request deletion of their personal information.
- The right to access their personal information.
- The right to equal service/price when exercising their privacy rights.

## ARE CCPA REQUIREMENTS THE SAME AS GDPR?

GDPR and CCPA are similar, but there are key differences and compliance with one does not equate to compliance with the other. Download this [whitepaper](#) that takes a deep dive into the similarities and differences between GDPR and CCPA.

## WHAT ARE COOKIES?

Cookies are small files that store information on the web for various purposes such as:

- Remembering a user's login information
- Saving shopping cart items
- Website functionality
- Tracking visitor behavior and retargeting for personalized and targeted ads

## DOES MY WEBSITE NEED TO COMPLY WITH CCPA?

If your website uses cookies or tracking technologies to collect personal information of a California consumer, your website is subject to comply with the law. Personal information includes names, addresses, SSNs, email addresses, geolocation, IP addresses, browsing history, psychological profiles, behaviors, attitudes, consumption behaviors, and consumer preferences,

## DOES MY WEBSITE NEED A BANNER TO BE COMPLIANT WITH CCPA?

CCPA requires you to disclose the information relating to the collection and use of personal information through cookies on your website. This information should be included in the website privacy policy and visitors should be allowed to select their preference before the point of collection. Considering these CCPA requirements, a cookie banner is the best way to reach compliance with the law.

## DOES MY WEBSITE NEED A COOKIE POLICY TO BE COMPLIANT WITH CCPA?

CCPA does not require you to have a cookie policy that discloses the personal information that's collected using cookies. You can include this information in your website's privacy policy.

## CAN I BLOCK THE SALE OF INFORMATION ON MY WEBSITE USING COOKIEPRO?

Yes, under CCPA, California residents have the right to object to the sale of their personal data. Organizations are also obliged to provide an easy means for consumers to log these requests.

CookiePro enables you to build and customize a fully functional web form that is easily embedded on your website. Visitors can then submit a Do Not Sell Request via the form which is then logged to your CookiePro account where you can manage the request and communicate directly with the website visitor via a secure portal.

# How Does CookiePro Help?

**Categorize cookies** to meet CCPA-specific opt-out. With CookiePro, categorize cookies to bundle those that involve a sale of personal information. Then, enable opt-out for only those specific cookies through a CookiePro-created cookie banner.

**Tailor cookie banner text** for the CCPA. Many organizations are seeking guidance when considering their cookie approach under the CCPA. CookiePro offers cookie banner text recommendations and customization capabilities.

**Enable location-based cookie banners** via geolocation technology, CookiePro can display different cookie banner based on location, giving organizations flexibility with developing their cookie strategy.

**Create and update a CCPA-specific cookie policy.** Leverage CookiePro to create, edit, track and display your organization's CCPA cookie notice.

**Track Do Not Sell opt-outs.** Under the CCPA, personal information includes anything that identifies, relates to, or can be associated with a consumer, household, or device. Via CookiePro, track do not sell requests by many unique identifies, such as account number or device ID.

**Integrate Do Not Sell requests** with existing systems. CookiePro communicates with existing systems to help ensure personal information is not sold if a consumer has opted out.

**Track consumer opt-outs.** Under the CCPA, organizations can request that opted out consumers opt back into the sale of their personal information after 12 months. CookiePro allows organizations to track this information and drive re-engagement with your customers.

**Display notice of sales of information.** Build trust and transparency by clearly communicating to consumers that their personal information is sold unless the consumer opts out.



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