

CCPA: B2B Marketer's Reference Sheet

Like GDPR did in Europe, CCPA creates greater accountability for the B2B marketing industry in the United States. This act aims to protect consumer data, allowing marketers to retain the trust of the users they value so much. In addition to learning about NetLine's approach to adapting the regulations, we encourage marketers to be diligent with verifying compliance across all their marketing tools and vendors.

WHAT IS IT?

The California Consumer Privacy Act (CCPA) defines how the data of nearly 40 million California consumers are protected. CCPA is the most comprehensive privacy law in the U.S. and will be enforced beginning January 1, 2020.

WHO DOES IT AFFECT?

CCPA affects organizations working within or servicing the people of California. While the language of the act is still subject to change, B2B organizations collecting data for business purposes appear to be exempt thanks to Assembly Bills 25 & 1355.

Essential Checklist for CCPA Compliance

CCPA Regulation

Ensure data inventory is up-to-date and contains all required information.

This includes defining and designating any and/or all business record systems and record sets as the authoritative data sets.

Update all relevant policies.

Specifically any California-specific descriptions regarding consumers' privacy rights

Update policies to provide for data subject requests.

Gives consumers the right to delete, access and receive their personal information

NetLine Policy & Approach

We update our data inventory in real-time and document our data protection policies and procedures annually.

Our privacy policy explains the lawful basis for why we capture and process personal data and will be updated to ensure it is compliant with CCPA.

User data can be made available upon request.

Essential Checklist for CCPA Compliance

CCPA Regulation

Determine a process for documenting consumer requests.

Must include a protocol for authenticating requests, timely responding to requests, and denying improper or untimely requests.

Train your employees.

Personnel must be informed of any changes to how your business handles and protects consumer data to ensure timely processing, responding, safeguarding, and updating of data inventory.

Keep data inventory processes up to date.

Considering that your business will continue to collect new — and delete former — consumer information, be sure all data is stored and/or deleted properly.

Respect the 12 Month Opt-out.

Don't ask consumers who've chosen to prohibit the sale of their personal data to re-consent to the sale of their data within one full year of their request.

NetLine Policy & Approach

Data requests and responses will be logged, reviewed, and supervised by our Data Protection Officer (DPO).

Our employees are consistently briefed on data policies and updates. We'll keep you in the know at all times.

Data privacy is paramount in our data management and storage practices. To ensure this keeps up with CCPA, we're formalizing Privacy Impact Assessments (PIA's) for every new initiative that handles data.

We're a fully-permissioned, first-party data company. Respecting consent and requests has been in our blood for 25 years.

Next Steps

Data compliance is an ever-evolving, living, breathing thing. While we encourage you to use this checklist to verify whether your other Marketing Service Providers (MSPs) are CCPA compliant, it's better to be assured that they'll always adapt to what comes next.

Working with NetLine means your business will always be compliant with the latest standards and practices, guaranteeing your lead generation data comes from actively engaged and willing prospects.

Start your journey to data compliance today by exploring the [NetLine Portal](#) or connecting with one of our [platform experts](#).