

# The California Consumer Privacy Act

Three Requirements for Effective, Defensible Compliance

- *You can't avoid risks if you don't know they exist.*

## The Foundation of Defensible Compliance

The California Consumer Privacy Act of 2018 (CCPA) removes the bar on discovery by granting California residents unprecedented access to their data held by companies. Perhaps the greatest threat companies face under the CCPA are data access demands from residents and litigation that will be driven by the plaintiffs' bar.

Companies are subject to the explicit, implicit, and practical requirements of these regulations. The expectations are high and failure to comply convincingly will result in significant legal and financial problems.

There are three foundational requirements the regulators and industry leaders agree companies must address effectively to demonstrate reasonable compliance and protect their companies:

### 1. KNOW YOUR DATA

Develop and maintain a comprehensive and actionable data inventory that identifies personal and sensitive data across **all data sources** (not just what's in databases). Identify and address where personal data is at risk and respond compliantly to data access demands.

### 2. KNOW YOUR VENDORS

Risk profile all third parties and vendors to identify those relevant to data privacy and cybersecurity regulations. Then assess those vendors' data security practices and ability to comply with data access and deletion requests. Demonstrate effective diligence, mitigate risks and avoid surprises.

### 3. ELIMINATE UNNECESSARY DATA

Connect personal data to retention requirements and operationalize deletion strategies across all data sources (email, paper, electronic) and eliminate unnecessary information. Personal data you don't have can't be breached and you don't have to produce it.

## The CCPA is complex. Compliance doesn't have to be.

Jordan Lawrence delivers practical, cost-effective services to help companies meet the three foundational requirements of compliance, which are outlined in this document. In just 60 days we can help you develop a sustainable program (without disrupting your business), surface hidden risks (so you can avoid problems) and demonstrate an effective level of diligence (to protect your company). Companies ranging from Avis to Wyndham trust us. The Association of Corporate Counsel appointed us their *Exclusive Alliance Partner for Data Privacy & Cybersecurity Compliance*. **We deliver real results.**

## KNOW YOUR DATA | Data Inventory

The CCPA applies to all personal data in all data sources (paper, email, electronic, file shares, cloud applications, and third-parties). Developing and maintaining a comprehensive data inventory is the cornerstone of compliance. Simply identifying personal data held in applications or databases fails to meet the specific and practical obligations.

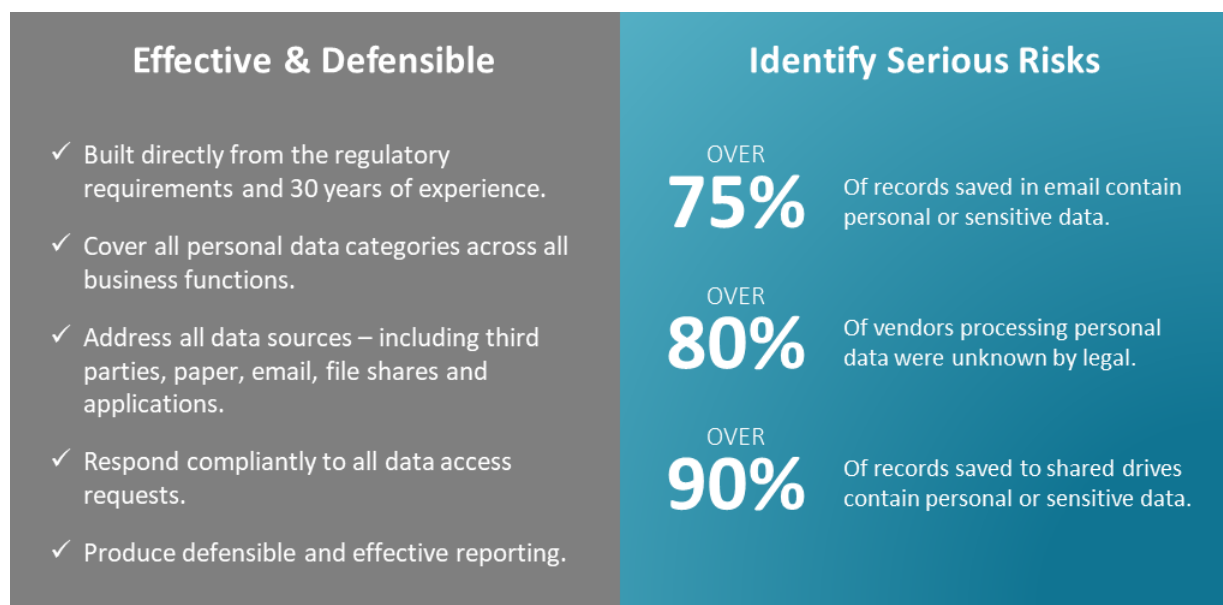
With an accurate and comprehensive data inventory, companies can clearly demonstrate serious compliance efforts and can respond to data access requests effectively and within the required timeframes. Data inventories must be complete, kept up to date, and maintained in the normal course of business.

### Data Inventory Service

Jordan Lawrence's Data Inventory Service is designed specifically to meet the obligations of the CCPA (as well as the EU's General Data Protection Regulations and others). This service has been used by hundreds of global organizations to develop accurate and compliant data inventories in 30 days.

The Data Inventory Service is built on three unique and proprietary foundations. First, the service is based on the explicit, implicit, and practical requirements of the regulatory obligations. Second, it is delivered through a centralized, powerful, and proven service delivery model. Third, it is fully supported by an experienced professional support team.

The work process is tightly-structured, rapidly completed, and highly accurate. The confusion, high costs, and inefficiencies of traditional approaches are eliminated. A high level of compliance is assured.



Statistics based on Data Inventories developed and maintained by Jordan Lawrence.

## KNOW YOUR VENDORS | Vendor Risk Profiling

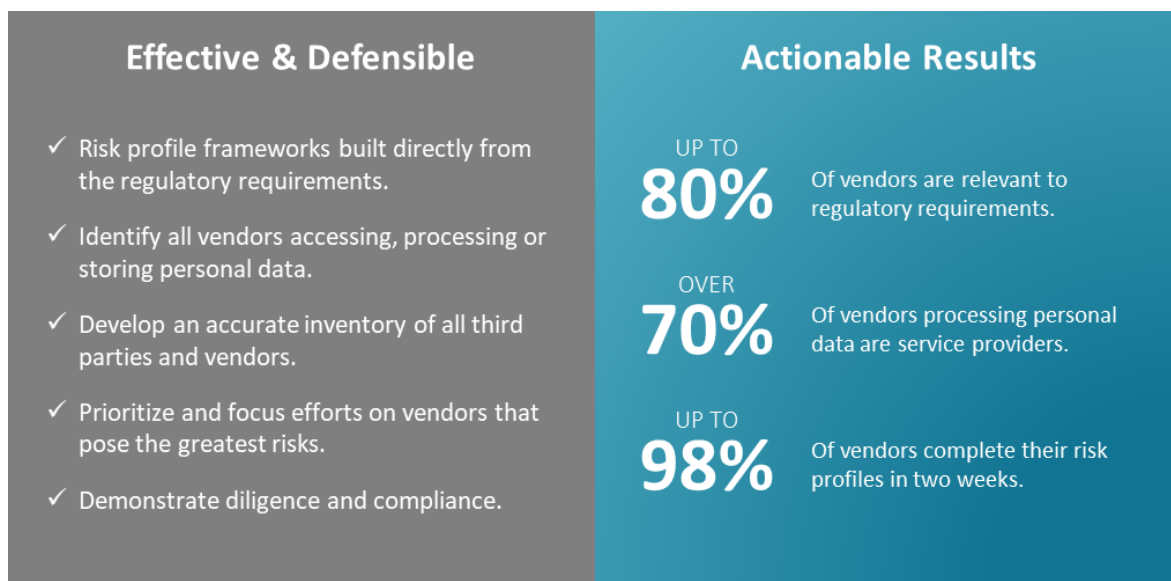
Under the CCPA, companies are accountable for understanding the nature of their relationships with third parties and the specific types of personal data their third parties access, process or store. Third-party diligence is a regulatory issue and a legal issue. It's not just an IT problem.

Our work reveals that over 70% of third-parties that have access to personal data are “under-the-radar” providers such as auditors, consultants, attorneys, benefits advisors, advertising and marketing firms, insurance and pension advisors, health-clubs, background checking firms, drug testing firms, procurement services, training, talent management, recruiting, and others. All of them are relevant to regulatory requirements and pose a risk. None are being assessed to determine how much.

### Vendor Risk Profiling Service

Jordan Lawrence provides the world's only fully automated and supported work process for meeting the obligations to risk profile all third parties for regulatory relevancy and risk identification. The service enables risks to be surfaced and provides the needed audit trail to demonstrate your company has taken serious and defensible steps to ensure the protection of personal data. It is easy and fast.

The Vendor Risk Profiling questions are based on regulatory language and enables third-parties to verify personal data processed, stored, and accessed. Questions and answers choices are heat mapped to easily surface risks, so you can prioritize and focus efforts. The work process is tightly-structured, accurate, and fully automated. There are no spreadsheets to manage and reconcile, no email follow ups, or any other obstacles to the highest level of compliance.



Statistics based on the Vendor Risk Profiling programs developed and maintained by Jordan Lawrence.

## ELIMINATE UNNECESSARY DATA | Data Minimization

Under the CCPA, companies must ensure that personal data is disposed of as soon as any known business, regulatory, and legal obligations for retention have been met. Over-retaining personal data on customers as well as employees will not be defensible. Out-of-date retention standards, lax enforcement, and inconsistent practices will prove costly – either in penalties levied by the regulators or in litigation.

A systematically enforced data minimization program both protects the consumer and is critical to regulatory compliance and litigation readiness. Personal data you don't have cannot be breached. You don't have to spend time and money searching for and producing data you don't have.

### Data Minimization Service

The world's leading companies have relied on Jordan Lawrence for decades to develop, implement, and enforce data retention and minimization programs that meet US and international requirements. Jordan Lawrence is the leader in this field and operates with no conflicting business models.

The Data Minimization Service provides all the components needed for appropriate and defensible data retention and disposal: proven retention standards, robust policies, the proper deletion strategies, effective workflows and the support of an experienced team.

Setting up an effective and defensible data minimization process and ongoing compliance model takes about 60 days. It is fully researched and effective. It is simple, practical, and has proven defensible time and again. The processes and standards work.

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| <p style="text-align: center;"><b>Effective &amp; Defensible</b></p> <ul style="list-style-type: none"> <li>✓ Proven retention standards for the most sensitive personal data.</li> <li>✓ Requirements built from the regulations and 30 years of experience.</li> <li>✓ Practical processes for defensible deletion and data minimization.</li> <li>✓ Repel data deletion requests.</li> <li>✓ Reduce legal and regulatory risks.</li> </ul> | <p style="text-align: center;"><b>Eliminate Unnecessary Risks</b></p> <div style="text-align: center; margin-bottom: 10px;"> <p>UP TO</p> <p style="font-size: 2em;"><b>90%</b></p> </div> <p style="text-align: right;">Of email can be purged.</p> <div style="text-align: center; margin-bottom: 10px;"> <p>OVER</p> <p style="font-size: 2em;"><b>50%</b></p> </div> <p style="text-align: right;">Of data on shared drives can be deleted.</p> <div style="text-align: center;"> <p>UP TO</p> <p style="font-size: 2em;"><b>60%</b></p> </div> <p style="text-align: right;">Of paper records can be destroyed.</p> |
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Statistics based on Data Minimization programs developed and maintained by Jordan Lawrence.

OUR APPROACH | Predictable. Proven. Defensible

Proven Experience & Standards.

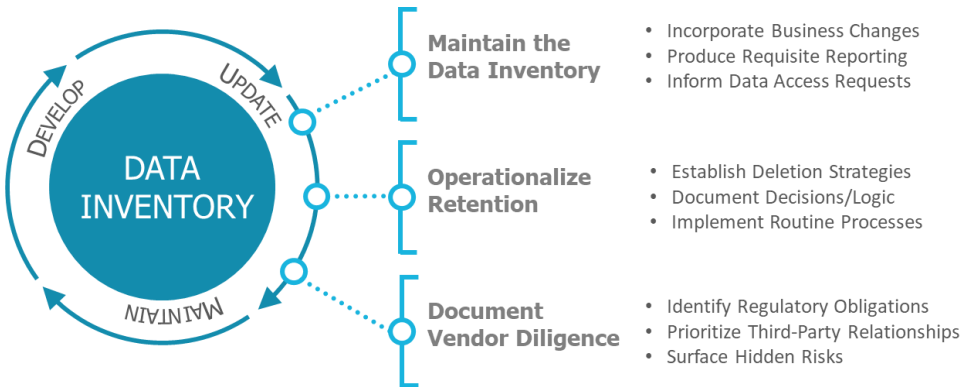
Jordan Lawrence’s leverages 30 years of experience, world-class standards, a powerful service delivery model and an experienced professional services team to help companies meet their obligations and mitigate risks.



Efficient & Effective Delivery Model.

Our services are delivered through our proprietary web-based platform which enables fast, effective and sustainable results. The entire process is tightly structured, rapidly completed, and highly accurate. We’ve eliminated the disruption, expense, and inefficiencies of traditional consulting. Our services are fixed fee and include the support of our professional services team.

We leverage proven frameworks and standards that are built around regulations and shared client experiences that can easily be tailored to meet specific business needs. The entire program is centrally maintained in our web-based platform and well-documented for ongoing, defensible compliance.



## ABOUT US | Experienced. Trusted. Proven.

For over 30 years, Jordan Lawrence has been helping companies manage their information compliantly, defensibly and cost effectively. We work with many of the world's leading organizations to ensure they meet their obligations, mitigate risks, and reduce the costs of overall information compliance and control.

Legal, compliance, privacy and IT teams at companies ranging from Avis to Wyndham rely on us to help them meet domestic and international legal and regulatory obligations for data privacy and cybersecurity compliance, data retention and minimization, and third-party diligence. We leverage over three decades of deep domain knowledge, robust frameworks, proven standards, and a proprietary service delivery model to provide predictable, practical and defensible results for our clients.

Since 2005, Jordan Lawrence has been an **ACC Alliance Partner of the Association of Corporate Counsel**. In 2018, we were appointed their exclusive **ACC Alliance Partner for Data Privacy & Cybersecurity Compliance**.

Top law firms from around the world partner with us and leverage our services to provide clients the most comprehensive legal guidance available.



### CONTACT US FOR MORE INFORMATION

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