

How Marketers Should Prepare for the CCPA and the Next Wave of Privacy Regulations

Presenters



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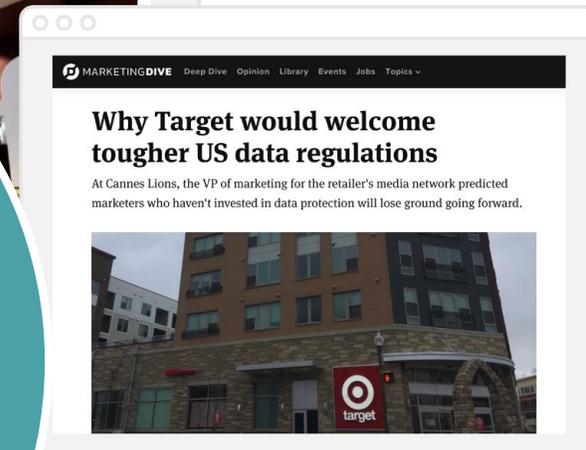


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Privacy has become a strategic challenge and opportunity for companies around the world.



Recent privacy laws in Europe and California have resulted in a fundamental change to privacy program management that requires an immediate solution.

Regulation



Into Effect as of May 25, 2018



Into Effect January 1, 2020

Who it applies to

Any company that processes the data of EU data subjects, wherever they may be located

Any entity doing business in CA that either:

1. Revenues >\$25M;
2. Annually has information on more than 50k consumers/households/devices; or
3. 50% of revenue from selling consumer information

What they must do

- Support customer data requests to:
- Access their information
 - Have inaccurate information corrected
 - Have information erased
 - Opt-out of direct marketing
 - Opt-out of automated decision making & profiling
 - Have data portability

**Companies spend millions, and sometimes billions,
protecting their data.**

**Now, they have to safely transfer that data back to
the right consumers.**

This is a huge challenge for most companies.

California Consumer Privacy Act – Version 1.0

Proper management of Subject Right Requests (SRR) will be the biggest challenge



Two numbers: 50 and 75

+

Three Things to Know For Your Team – Marketing, Advertising, Support

+

Three Things to Do

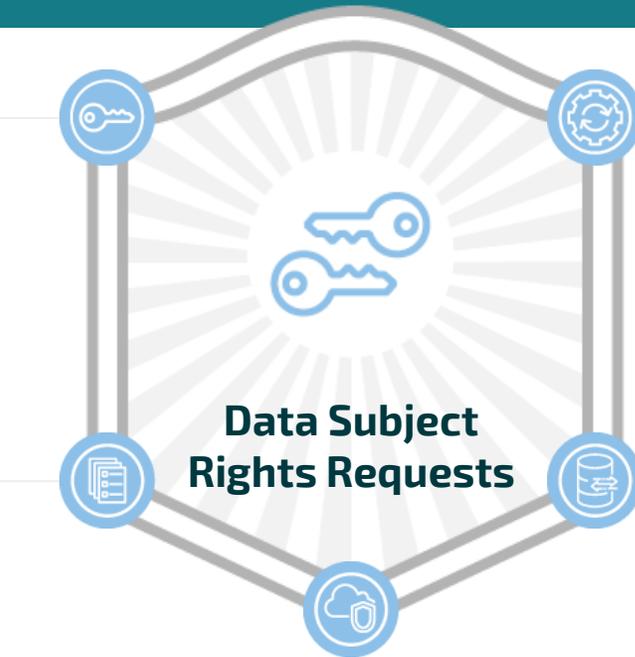
Data Subject Rights Requests

Verify and Authenticate All Requestors Identities

Allow known customers to authenticate using existing credentials and automated identity verification tool to authenticate unregistered or unknown requestors

Track, Review, and Approve Requests

Demonstrate compliance by recording all communications, reviews, and approvals, and maintaining complete audit trails of your subject rights request actions



Encrypt and Securely Deliver Information

Implement an end-to-end encryption delivery system for all uploads, reducing data leakage risk by allowing only the sender and receiver to see the data

Automatically Ticket and Assign Requests

Leverage automation to easily assign tickets, track progress, and send reminders for each request

Collect, Manage, and Review Internal Data to Fulfill Requests

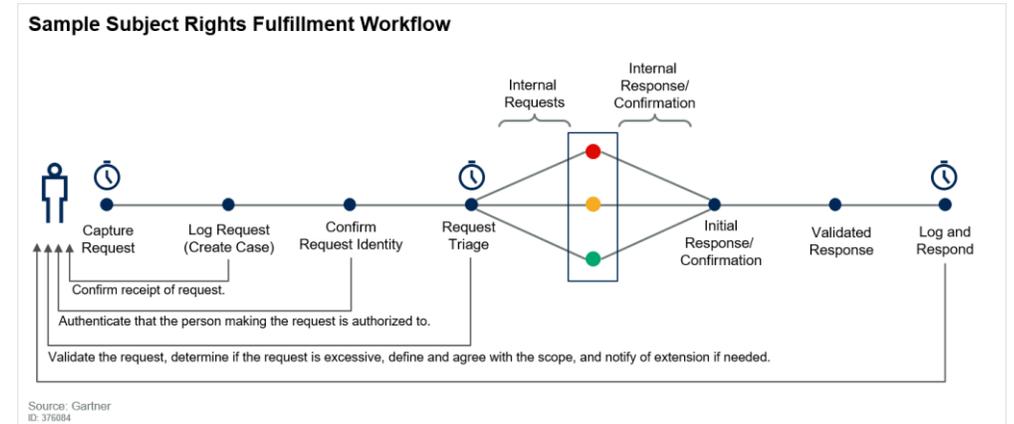
Help team members collect, classify, and verify data from internal data stores, and utilize data extraction APIs to handle volume of requests at scale



Privacy has historically been a **Compliance Challenge**



Privacy has now become a **Data Management Challenge**



Do Not Sell Requirements

Extends to unknown users

Provides the means for known and unknown users to exercise their “Do Not Sell” and opt-out requirements.

Prevent Unauthorized Data Sharing

Ensure users are protected against third-party data sharing and collection by eliminating access to personal data used in cookies and other web technologies (beacons, pixels, images, etc)



- **Cookies**

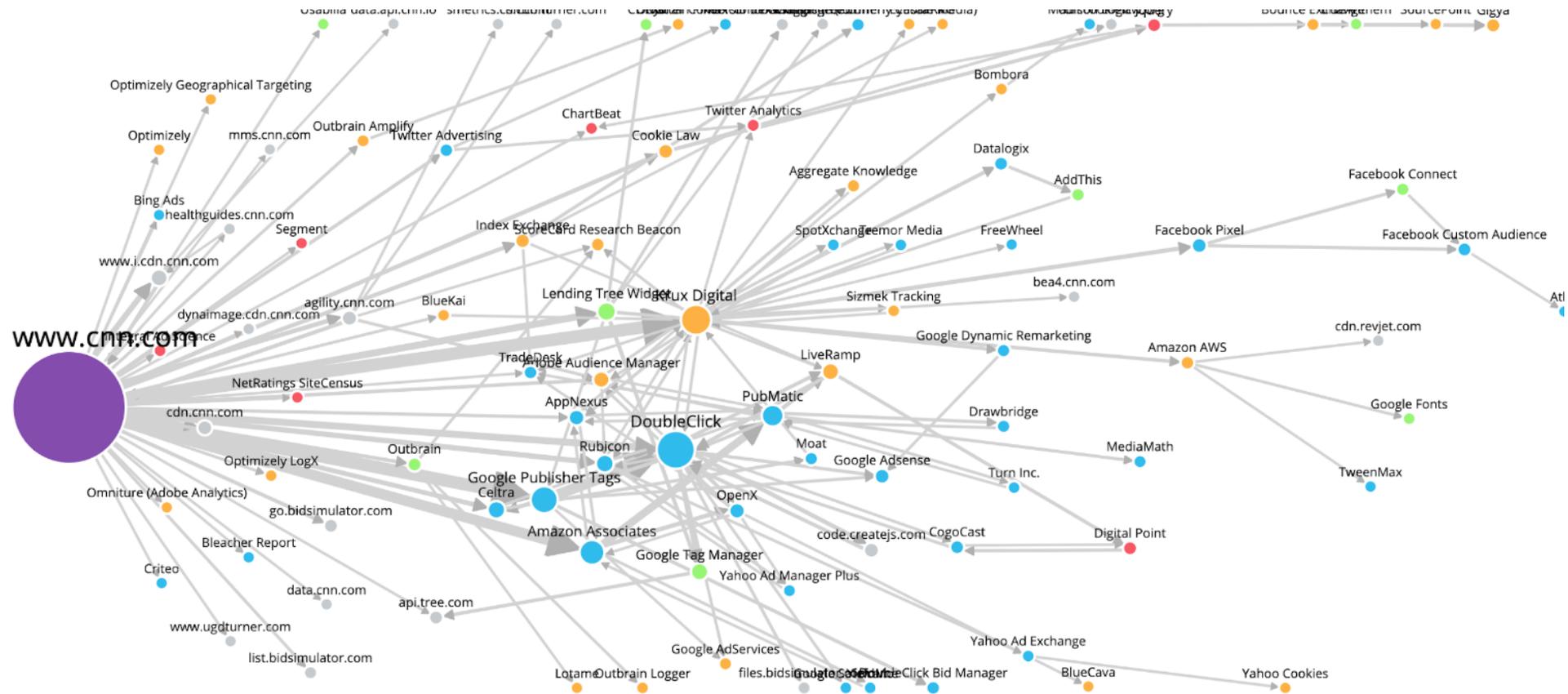


- **Interest-Based Advertising**



- **Geo-location & Beacons**

Managing Data with third-party vendors is a challenge



Customers expect more control over their personal data

“Privacy is now a
customer experience
opportunity”

FORRESTER[®]

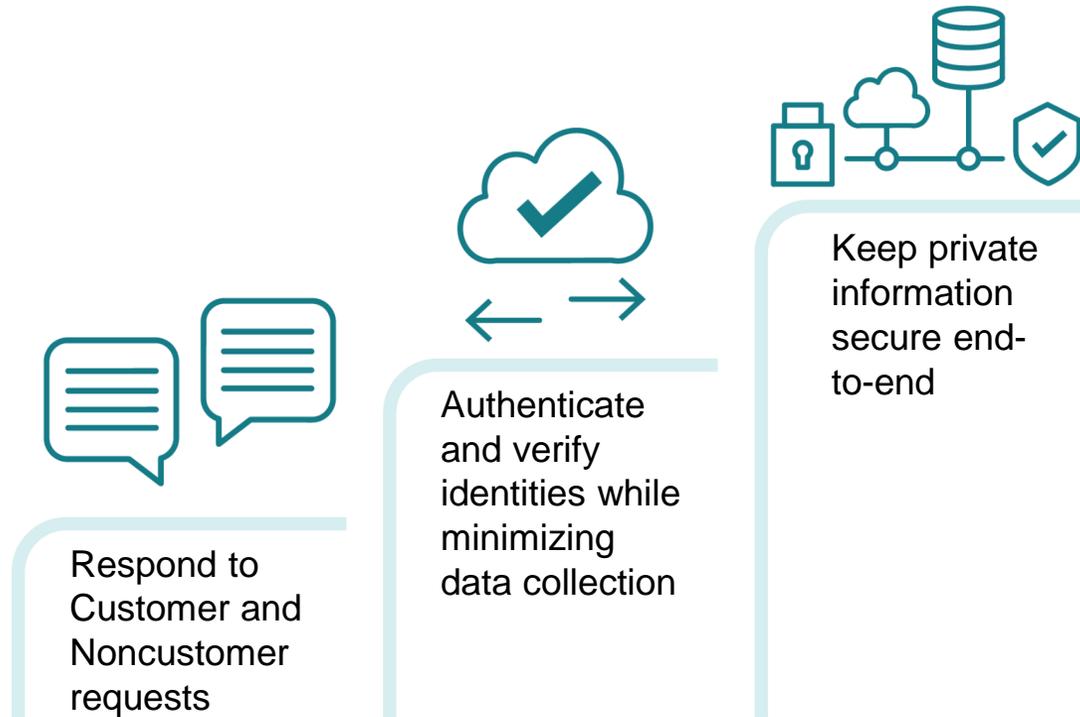
The Top Trends Shaping Privacy In 2019
*A Forrester Guide To The Macro Trends And Key Takeaways
From The IAPP Global Privacy Summit 2019*

75%

US consumers want
government to protect
privacy

California Consumer Privacy Act – The Draft Regulations

Serious Focus On The Sale and Resale of Data

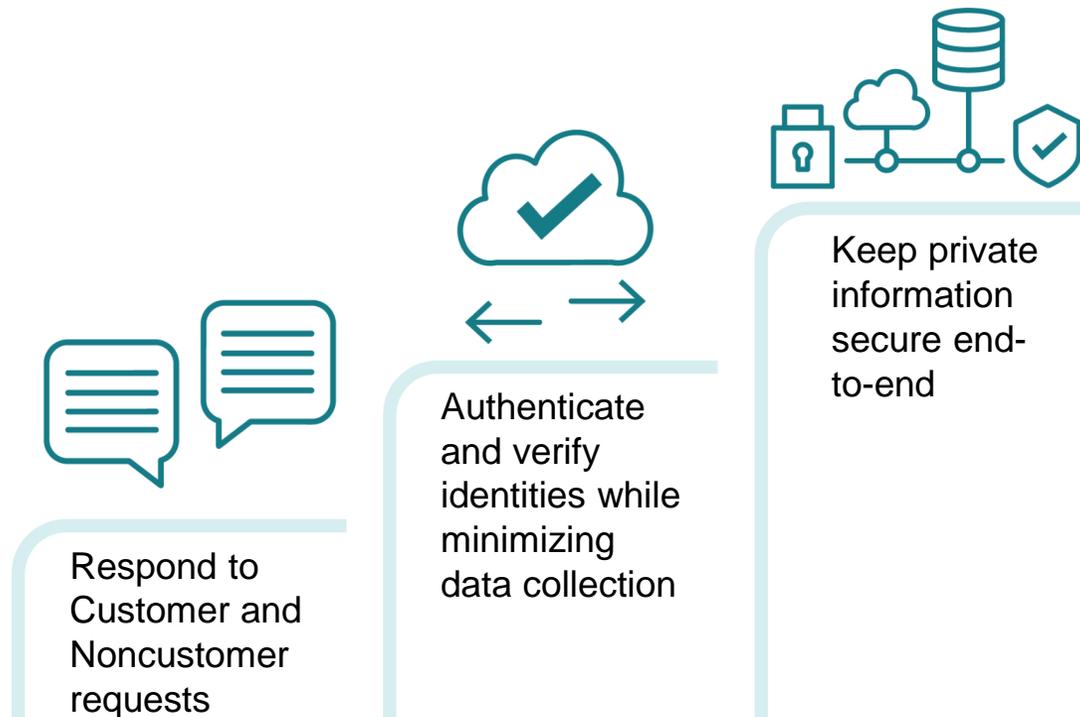


Sales of Data

- + Verification/Authentication
- + Up Front Notice

California Consumer Privacy Act – The Draft Regulations

Convergence with other laws



Data Protection Agency

- + Use Restrictions
- + Opt-In For Sensitive

BENEFITS - Interoperable

GDPR and CCPA: What comes next

GDPR

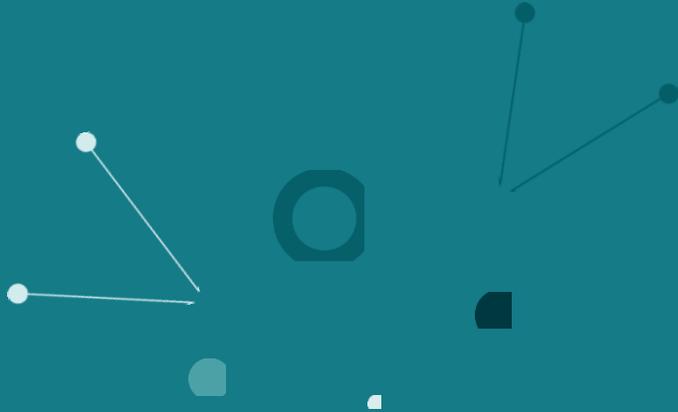
- GDPR's PIA focus asked you to "boil the ocean"
- Without clear definitions of "business processes" the scope of GDPR's PIA challenge was beyond belief for many companies.

CCPA

- CCPA's customer-first approach drives prioritization
- CCPA has no PIA requirement. There's no need to create thousands of documents detailing every system and process across your organization

Next

- At least 13-15 states are considering privacy legislation.
- Brazil, India, and a number of other country laws are coming.



Questions?



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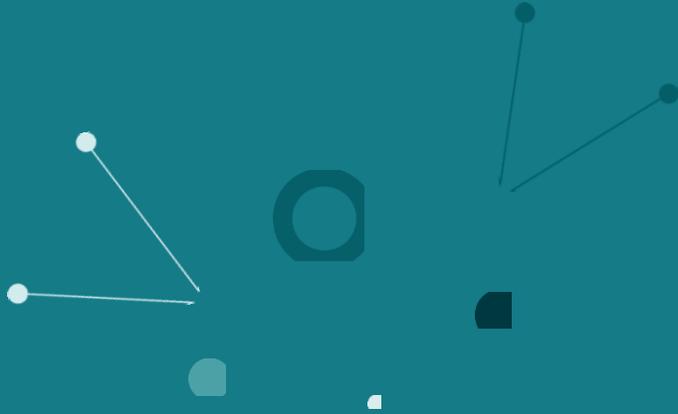
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See a Demo

wirewheel.io/webinar