

CCPA Is in Full Effect: Why Should You Care?

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What Were the Key Challenges You Faced With CCPA?

- Prior experience with GDPR?
- Managing expectations
- Defining your company culture
- Buy in
- Education



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Do Not Sell Requirement

- Enforcement priority
- Challenges



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Cookies

- Considerations
- EU approach?
- Management platform?
- Pushback from marketing?



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What Has Been Your Experience With CCPA Over the Past Year?

- What changes did you have to make in the company with regard to compliance?
- What issues have you incurred regarding access requests?



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Relationships With Third Parties and Service Providers

- Deploying the DPA
- Push back
- SP/Third party classification



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Ongoing Changes to the Regulations

- Compliance in quicksand
- Ongoing changes to plans
- No clear guidance



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Looking Ahead

- Preparing for the CPRA/WPA
- Sufficient information vs Overwhelming
- Addressing the fundamentals first



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