

# Sensitive Data Discovery Turnkey Solution

## Meeting the California Consumer Privacy Act Regulation Requirements

Avoid financial penalties from the Attorney General of California or lawsuits brought against your company by California consumers for misuse of sensitive data

Companies that do business in California and capture personal data for California consumers need to be concerned about the Consumer Privacy Act of 2018. The companies that need to be concerned have revenue greater than \$25 Million, or 50% or more of annual revenues from selling consumers' personal information, or personal information collected from 50,000 or more consumers, households, or devices in a year.

If your company does business in California, captures personal data for California consumers, and meets the financial or one of the other requirements, then you need to be concerned about being able to meet the identified requirements of this regulation, or face possible fines and/or potential lawsuits.

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### California Consumer Privacy Act of 2018

- Effective January 1, 2020
- Companies must disclose what personal data is collected about California consumers
- Allows the California consumer the right to opt out of sharing their personal data with third parties
- Allows the California consumer the right to request their personal data be deleted
- If these rights are exercised, the company must still give equal services to the California consumer



Complete Data Quality

# Identify Where Sensitive Data Lives Across Your Organization's Systems

Knowing where the sensitive data lives across your systems allows for the identification of all the sensitive data captured and determine whether the data is sold or transferred to other organizations

Complete Data Quality provides a turnkey solution that includes a combination of professional services and software. We work with your resources to identify base sensitive data that your organization captures. We then leverage our software to identify where that sensitive data lives across your relational and flat file data assets. We will also work with your resources to expand the list of sensitive data based on the analysis results and continue the analysis until the result set is comprehensive. Knowing where the sensitive data lives allows your organization to then determine what

specific sensitive data is being captured, how it is being utilized by the company, and if it is being sold or transferred to other organizations. Having all of this information allows your organization to then put a plan into place to address calls from California consumers. Now your organization is able to answer what sensitive data is captured for a specific consumer, and whether that data is sold or given to a third party. In addition, the company now knows where the data lives, if the consumer requests for it to be deleted. This allows your organization to meet the California regulation.

## SDD Proof Of Concept

Complete Data Quality offers the Sensitive Data Discovery Turnkey solution as a billable proof of concept for a month. This allows the client to clearly evaluate the solution, resources, and the deliverables to ensure the solution meets the organization's needs before making a long-term investment. The solution requires only a few days to produce viable results once the appropriate access is given to the data assets to be analyzed. The proof of concept approach reduces the time and risks involved with traditional approaches.