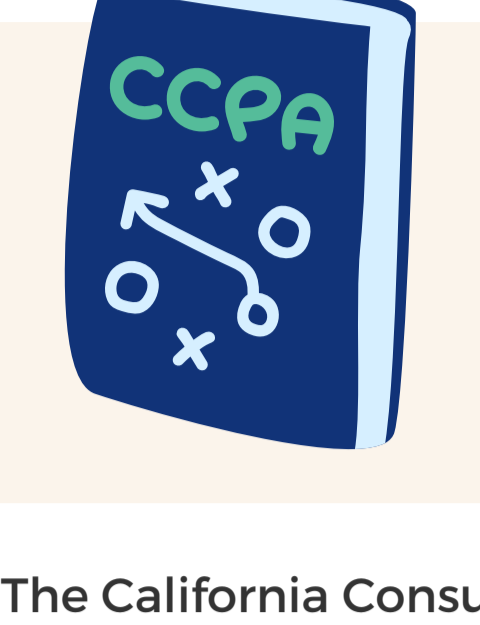




# CCPA

## — PLAY BY PLAY —

For Accounting and Finance Professionals



## What is the CCPA?

The California Consumer Protection Act (CCPA) aims to give California residents more control over their personal data. It went into effect on January 1, 2020.

### Important stuff you should know:

<p>The CCPA changes how consumer data can be (legally) processed and managed for California residents.</p>	<p>The CCPA may apply to any business who collects and/or processes information of California residents.</p>	<p>The CCPA is just one of many state privacy laws that will impact U.S. businesses in the next few years.</p>
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## What does the CCPA mean for accounting & finance professionals?

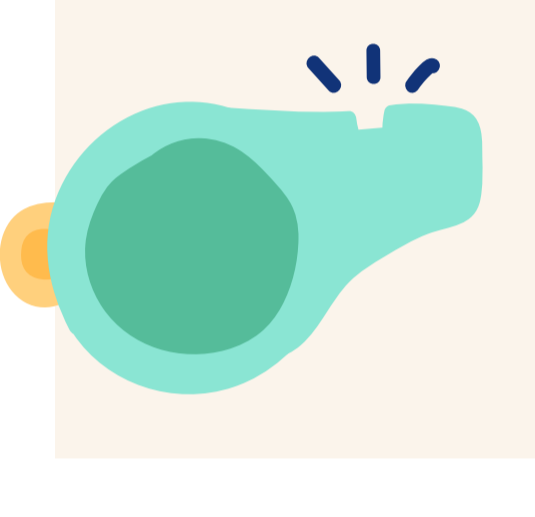


Accounting and finance professionals handle sensitive information daily. It is their responsibility and obligation under the law to safeguard this information.

### Stuff that might contain protected data:

<p>Tax returns</p>	<p>Financial statements</p>	<p>Loan processing documents</p>	<p>Employee onboarding info</p>
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## What rights do consumers have under the CCPA?



The CCPA provides consumers with five new rights regarding their personal information:

- The right to request information on your business' data collection, processing, and usage as it applies to them specifically. This includes what categories of information businesses have collected and if the information was disclosed or sold to third parties.
- The right to request a copy of any information businesses have collected about them during the previous 12 months.
- The right to have their information deleted (with some exceptions).
- The right to request that their information not be sold to third parties.
- The right to not be discriminated against because they have exercised any of these rights.

## What can you do to comply with the CCPA?



<h3>Map your data flows</h3> <p>What data are you collecting, how, and from whom? Is there a clear reason to collect every piece of data you collect?</p> <p><a href="#">GET YOUR DIGITAL PLAYBOOK</a></p>	<h3>Identify vulnerabilities</h3> <p>Are your data collection and storage policies secure? Who has access to client data?</p> <p><a href="#">SEE IF YOUR DEFENSE HOLDS UP</a></p>	<h3>Have a plan in case of a breach</h3> <p>Implement a clear plan for how to quickly respond if your firm's data is compromised.</p> <p><a href="#">BUILD YOUR GAMEPLAN</a></p>
<h3>Create (or update) your data security policy</h3> <p>If your firm prepares taxes, you are already required by law to have a data security policy in place. Consult FTC and IRS requirements to ensure your data security policy is up to date.</p> <p><a href="#">LOCKDOWN YOUR GAMEPLAN</a></p>	<h3>Make sure you and your staff are trained on cybersecurity best practices</h3> <p>Everyone at your organization needs to stay informed about emerging security threats, policy changes, and best practices to reduce the risk of a breach.</p> <p><a href="#">UPGRADE YOUR TRAINING STAFF</a></p>	

**Learn more about the CCPA and how it affects accounting and finance firms.**

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**Schedule a 15-minute demo to see how SmartVault can help your business become and stay CCPA compliant.**

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