



CPRA: What You Need To Know

Taking the steps necessary to comply with California law as outlined in the CPRA is paramount. SixFifty's CPRA solution will help you:

- Avoid hefty fines by making sure your legal policies, contracts, and documents are up-to-date
- Protect your reputation as a business by avoiding negative press because of CPRA violations

What is the CPRA?

The CPRA, or California Privacy Rights Act, is a proposition that was passed by Californians on November 3, 2020. The CPRA can most accurately be described as an amendment to the existing CCPA (California Consumer Privacy Act), an act passed in 2018 which widely protects consumer privacy and consumer data integrity. In other words, the CPRA strengthens the existing CCPA.

The CPRA will take full legal effect on January 1, 2023.

What are the key differences between the CCPA and CPRA?

The **CPRA** is complex. The CPRA makes changes to covered businesses, clarifies what is and is not Personal Information ("PI"), updates definitions, and outlines additional obligations for businesses. While the CCPA is broad in its scope of consumer protection and privacy, the CPRA carves out at least two additional rights for consumers:

- the right to correct inaccurate Personal Information
- the right to limit use and disclosure of Sensitive Personal Information

Data privacy is complicated. Fortunately, SixFifty can ease the burden of building a robust privacy program. SixFifty's **privacy solutions** help organizations determine how to best handle data and generate customized legal documents as required by privacy laws around the world, including the CPRA in California.

The law is complicated. SixFifty makes it easy.

How does the CPRA define Sensitive Personal Information?

Some examples of Sensitive PI include, but are not limited to:

- social security number
- driver's license
- state identification card or passport number
- a consumer's precise geolocation
- a consumer's racial or ethnic origin, religious or philosophical beliefs
- the contents of a consumer's mail, email, and text messages

What are the changes in enforcement from the CCPA to the CPRA?

The administration fines are substantially the same with up to \$2,500 for each violation, or \$7,500 for each intentional violation. The CPRA has increased the potential fine for violations involving those under 16 years old.

There are two major changes:

- The CCPA's 30-day cure period lapses on January 1, 2023.
- The CPRA created a new regulatory agency that will also be enforcing the law, in addition to the attorney general. This creates a more complex regulatory environment.

"I urge all businesses in California to take note and be transparent about how you're using your customer's data. My office continues to fight to protect consumer privacy, and we will enforce the law."

– California Attorney General Rob Bonta

How do I make sure I'm in compliance with CPRA? I'm already in compliance with CCPA.

SixFifty's CPRA solution is designed to help you navigate this transition. Join our [webinars](#) for all the current information on evolving privacy laws.

Disclaimer: This graphic is informational only and is not intended as legal advice. It may not be suited for every organization. The requirements of the CPRA may be clarified by regulations from the California Attorney General and the CPPA in the future. To receive specific advice on how to comply with the CPRA, please consult an attorney.

The law is complicated. SixFifty makes it easy.

For more information
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