

CALIFORNIA CONSUMER PRIVACY ACT (CCPA) as amended by CPRA
Summary of Consumer Rights

The CCPA provides California consumers with specific rights regarding their personal information (PI).

1. Right to Know (Access)

Consumers have the right to request that a business disclose what personal information it collects, uses, discloses, and sells.

- Specific pieces of personal information collected in the preceding 12 months.
- Categories of sources from which the personal information is collected.
- Business or commercial purpose for collecting or selling personal information.
- Categories of third parties with whom the business shares personal information.

2. Right to Delete

Consumers have the right to request the deletion of their personal information collected by the business.

- Exceptions: Businesses may deny a request if retaining the information is necessary to complete a transaction, detect security incidents, protect against malicious activity, or comply with a legal obligation.

3. Right to Opt-Out of Sale or Sharing

Consumers have the right to direct a business that sells or shares personal information about the consumer to third parties not to sell or share the consumer's personal information.

- Businesses must provide a clear and conspicuous link titled "Do Not Sell or Share My Personal Information" on their homepage.

4. Right to Non-Discrimination

Businesses are prohibited from discriminating against consumers for exercising their CCPA rights.

- Businesses cannot deny goods or services, charge different prices or rates, or provide a different level or quality of goods or services.

5. Right to Correct

Consumers have the right to request that a business correct inaccurate personal information that the business maintains about them.

6. Right to Limit Use of Sensitive Personal Information

Consumers can direct a business to limit the use of their "Sensitive Personal Information" (e.g., social security number, geolocation, genetic data) to that which is necessary to perform the services or provide the goods reasonably expected by an average consumer.