CALIFORNIA CONSUMER PRIVACY ACT
THE 3 PART TEST

CCPA APPLIES TO FOR-PROFIT BUSINESSES:

Located in OR outside of California doing business with California residents.

Collecting or controlling personal information (which identifies or could be linked to a consumer or household).

Which meet at least one of the following criteria:

- Earns annual gross revenue in excess of $25 million (not limited to California related transactions)
  - OR -
- Annually obtains personal information on 50,000+ consumers, households or devices
  - OR -
- Derives 50% or more of annual revenue from selling data.

LEARN MORE AT: ALTA.ORG/DATAPRIVACY

THIS MATERIAL IS INTENDED FOR GENERAL INFORMATION PURPOSES ONLY AND DOES NOT CONSTITUTE LEGAL ADVICE.