

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](https://alta.org/dataprivacy)