

YOUR GUIDE TO: CCPA PRIVACY RIGHTS



Right to Request and Receive Disclosures

Consumers can request disclosures regarding how their information is used and shared



Right to Notice

Consumers can request what information is collected & how it is used



Right to Deletion

Consumers can request to have personal information deleted



Right to Opt Out

Consumers can request to opt out of the sale of personal information (opt in for children under 16)



Right to Exercise Privacy Rights

Businesses can't discriminate against consumers based on their privacy requests



Right to Data Portability

Consumers can request a copy of personal information in a usable format



Private Right of Action

Consumers can recover damages up to \$750 for a data breach involving personal information

LEARN MORE AT: [ALTA.ORG/DATAPRIVACY](https://www.alta.org/dataprivacy)