



CALIFORNIA CONSUMER PRIVACY ACT COMPLIANCE OFFERINGS



Ethical data use and consumer privacy continue to be top priorities for global brands. Acxiom's CCPA offerings provide marketers and advertisers critical insight, services and solutions to ensure they are informed and prepared to comply with the upcoming new regulations.

KEY BENEFITS

- Understand CCPA regulation and the compliance obligations for marketers**
- Partner with the world's leading data privacy experts in data-driven marketing and consumer data privacy**
- Develop comprehensive strategies and tactical plans for CCPA compliance**
- Leverage privacy-by-design data management and identity solutions**

OUR APPROACH

As a leader in global data ethics and privacy, Acxiom ensures its broad portfolio of data, identity and technology solutions comply with the California Consumer Privacy Act (CCPA) regulations by the 2020 deadline. Additionally, Acxiom offers an expansive suite of CCPA services and solutions to help brands learn about and properly plan for CCPA compliance.

CCPA Data Asset Regulatory Impact Assessment



1-Hour Overview – Provides education and thought leadership on CCPA requirements and what to expect in the coming months. This session covers the basics of the CCPA regulation, data requirements and offers high-level recommendations on how to start addressing obligations for CCPA compliance.

½-Day Workshop – This interactive session is tailored by industry and offers education, best practices, and an overview of objectives, tasks, and processes to ensure compliance.

CCPA Readiness and Data Assessment



Multi-Week Strategic Engagement – This in-depth, interactive engagement provides an assessment of CCPA readiness and helps brands develop a more comprehensive plan for complying with CCPA. Deliverables can include a detailed data workflow, an assessment and checklist for getting started, implementation planning and decision points based on checklist review, privacy policy review and a summation and client-specific recommendations.

CCPA Solution Offerings



Identity Builder Solution – An enterprise identity graph unique to each brand helps to accurately identify consumers across offline and digital touchpoints at scale. This comprehensive identity graph provides centralized identity across the enterprise, utilizing commercially available identifiers as well as enterprise specific identifiers and business rules to provide the traceability required for compliance with consumer access requests and audit requirements.

Verification/Authentication Solutions – Acxiom's identity verify and authenticate offerings help brands comply with CCPA requirements related to consumer identity verification and authentication when making a consumer access request. Acxiom provides a choice of using Acxiom's risk data repository for verification of information the consumer supplies or a combination of Acxiom risk data repository and the brand's data to authenticate the consumer based on questions presented to the consumer. API and web portal versions are available.

Unified Data Layer Solutions – Acxiom's Unified Data Layer (UDL) solutions provide brands an enterprise data management solution that streamlines their ability to comply with CCPA. Whether they have other business use cases that Acxiom's UDL solutions can solve or only seek a better way to comply with the regulations, Acxiom's solutions can be applied to meet the need.

Features are:

- Categorization of data ingested
- Tracking and categorization of outputs
- Opt-out and delete capabilities
- Preparation of consumer-specific data for a customer access request report
- Verification
- Brand-specific identity graph

WHY ACXIOM?

Compliance and data ethics are in our DNA:

Every solution we offer employs a privacy-by-design approach.

Our offerings are rooted in our ethical data framework:

With all the data we use, we make sure we have the right to use it, that it's been ethically sourced, that consumers have been provided proper notice and choice, and that they are informed.

More than 50 years of data, identity and data management experience:

Acxiom has a long history of developing solutions for top global brands, helping them solving marketing challenges while ensuring data is used ethically.

Acxiom offerings are based on industry best practices at the time delivered and do not include nor should they be considered legal advice. The client maintains sole responsibility for compliance under the law. Over time, clients should continue to monitor their regulatory compliance.

FOR MORE INFORMATION about Acxiom global privacy solutions, or to speak to one of our representatives, email us at info@acxiom.com.

