

# CCPA Compliance Insights

## CCPA COMPLIANCE MANDATE

The California Consumer Privacy Act (CCPA) mandates organizations protect users' privacy. Many companies rely on tools that collect and distribute user consent to execute their CCPA plan, but are finding that is not enough. Often, there are 100+ third-party vendors dropping code onto website, but are these vendors CCPA compliant? And what about the 4<sup>th</sup>-n<sup>th</sup> party vendors brought by third-parties?

Despite deploying Consent Management Platforms (CMP), companies do not have assurance these systems are protecting against violations. Residual gaps continue to exist, particularly in (1) tracking opt-out violations, and (2) implementing reasonable security practices on websites around the protection of personal information.

### ADDRESS RESIDUAL GAPS

The Media Trust **CCPA Compliance Insights** helps companies demonstrate reasonable care by addressing these residual CCPA gaps (and a host of other regulatory requirements):

- Identify "Reasonable Security Gaps" across the ecosystem (including in privileged accounts and in commercial transactions and customer interactions).
- Identify tracking violations of California consumers who have opted out of being tracked.
- Identify and communicate with all third-party vendors, including distributing your compliance policies and receiving notification of which vendors are new to your site.
- Provide 24/7/365 monitoring of your digital ecosystem and alerts on cookie data collection or malware activity which violates Reasonable Security Practices. Also enables digital vendor audits and CMP verification.

Requires zero implementation resources—no downtime, no code integration on your part. Get up and running in 60 minutes or less.

## CCPA INSIGHTS

DETECT DATA LEAKAGE IN CUSTOMER INTERACTIONS

TRACK OPT-OUT VIOLATIONS

IDENTIFY AT-RISK, UNSECURE COOKIES AND MALWARE

BUILD A COMPLIANCE REPOSITORY FOR ALL DIGITAL VENDOR ACTIVITY

"NO TOUCH" IMPLEMENTATION

>1

Cookies tracking users who have Opted Out

~60%

Cookies violate Reasonable Security mandate

~90%

Composition of your site by Third Parties



**THE MEDIA TRUST**  
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