

How to prepare for data privacy changes

Actionable steps for data regulation compliance and readiness



Organizations have seen an increase in the amount of data they collect and retain. At the same time, security and data breaches have been on the rise. The data economy has now driven regulators and governments to impose data privacy and protection regulations. These changes, combined with growing consumer rights advocacy, have reinforced or even mandated the need for organizations to implement better data protections. Even more regulations are likely, though what those regulations will require and what the impact of those changes will be are still unknown.

One forthcoming regulation that will impact many organizations is the California Consumer Privacy Act (CCPA). The California Attorney General's office has until 1 July 2020 to issue implementing regulations, and can enforce the law on that date, or six months after publication of such regulations, whichever comes first. While the California legislature may make additional amendments to the CCPA, you can take steps now to develop a robust plan of action, so you're ready on day one.

Accelerate your transition: Use takeaways from your GDPR strategy

- Keep Records of Processing Activities (ROPA) as a best practice to help document and categorize data by age, origin, lineage and usage by third parties.
- Understand the value of data to your business by reviewing your business strategy
- Explore processes to address consumer requests, including requests to delete, access and opt out of the sale of their data under CCPA guidelines
- Determine the most cost-effective approach for your privacy program by offering the same privacy options to all customers, or by limiting certain options to California residents who fall under CCPA jurisdiction
- Prepare for future privacy and data regulations by using what you learned from preparing for the GDPR to refine your business agility

Get ready: Ways to prepare for the CCPA

- Discover, map and inventory data and relevant processing activities related to California residents
- Implement processes to manage consumer access rights requests
- Share straightforward procedures with consumers, whether standard or personalized to Californians, like providing consumers the ability to opt out of the sale of their data, which is still under legislative review
- Use risk assessment in your organization so teams know the essential actions they need to take to be ready for the CCPA

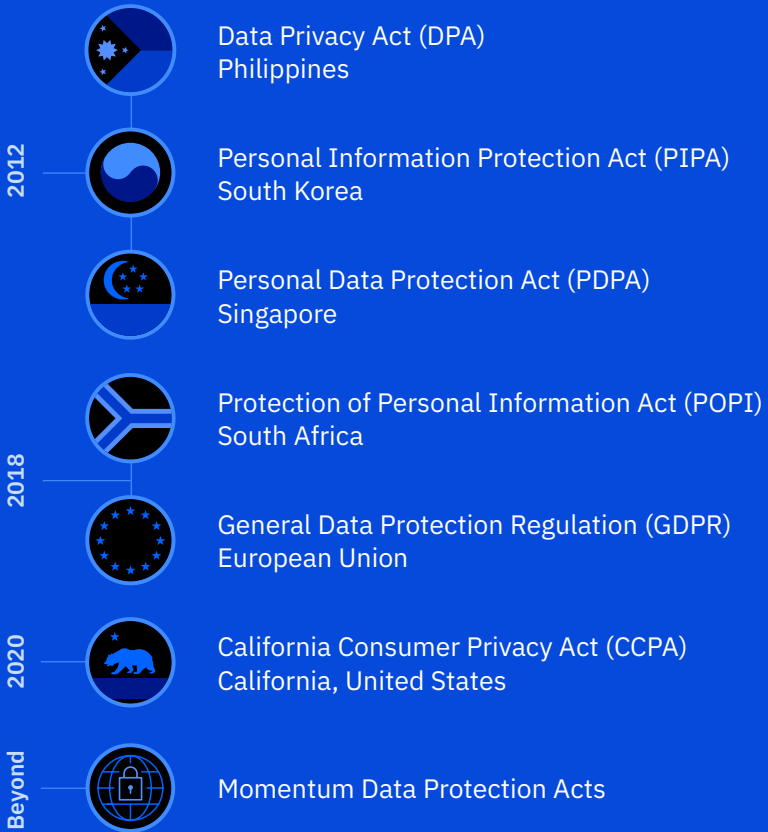
Quick-reference guide to global regulations

Changing regulations around the world can have major effects on organizations and how data is managed. To have the best chance and being in compliance, it's important that you understand how data moves through your business.

Key areas:

- Personal data—what's included in it and where it's located, organized by category
- Processing activities of that personal data, organized by use
- Retention period of saved personal data
- Responses to consumer access rights requests
- Security precautions—taking measures to develop a security-rich infrastructure to protect personal data while it's in your custody
- Data minimization—reduce the amount of data that you initially collect and how long you retain it

Timeline



Momentum Data Protection Acts (MDPA) are part of a global movement where countries create data privacy parameters to meet specific needs. Brazil, India, Australia, Hong Kong SAR of the PRC and US states like Colorado, Vermont, Iowa, Nebraska and Illinois are developing guidelines that expand on GDPR.

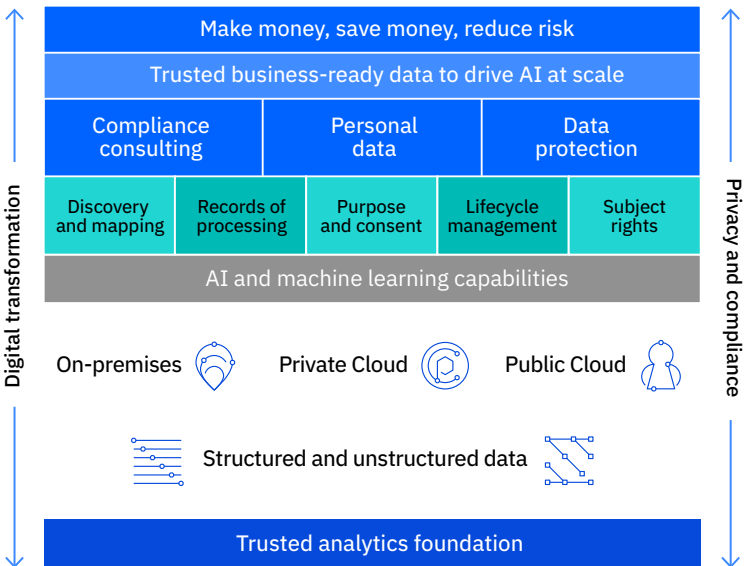
Suggested content:

1. [IBM Data Privacy Academy webinar series](#)
2. [IBM data privacy website](#)

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