

# California Consumer Privacy Act

## Compliance Assessment Services



### Key Benefits

- Reduces risk of state-imposed fines and civil litigation
- Improves customer experience and builds trust in your business
- Creates a prioritized roadmap to compliance
- Prepares your business for future data privacy legislation

### Is Your Business Prepared?

CCPA is here, and Marketing IQ provides actionable data privacy assessment services to help get your business on the path to compliance.

Since January 1<sup>st</sup>, 2020, covered businesses operating in the state of California have been expected to comply with CCPA. As one of the strictest data privacy laws in the United States, all covered businesses are required to empower California residents with the ability to access, obtain a copy, opt-out of selling and sharing of their personal data, and request its deletion.

If your business has not started down the path to compliance, or is unsure of its level of compliance, an assessment is the best place to start.

### Assessment Elements

Every business is different, so our approach focuses on your business's unique objectives, data usage, and risk factors to address CCPA's twelve core areas and produce an actionable and prioritized roadmap to get your business on the path to compliance. It also lays the foundation to address future state and national legislation.



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## Compliance Assessment Process

Our hands-on approach is designed to support informed decision making and prioritization to focus efforts on elements that best address each business's risks.

### Assessment

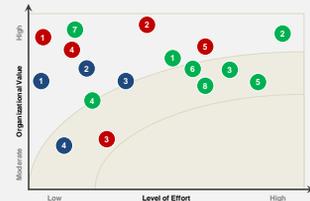
- Objective Setting
- Interviews
- Document Reviews
- Data Assets Review
- Gap Assessment

### Review & Plan

- Audit Review
- Prioritize Action Items
- Compliance Roadmap
- Clarifications & Updates

### Implementation

- Team Assignments
- Project Management
- Internal Training
- On-going Monitoring



Contact Us to Discuss How We Can Help Your  
Business Become CCPA Compliant at:

[mshull@mkt-iq.com](mailto:mshull@mkt-iq.com)

### About Marketing IQ

Marketing IQ was founded in 2009 to help businesses become data-driven by improving their understanding of the customer and leveraging their Big Data assets all the way from compliance to outbound communication programs. Not with theoretical or academic solutions, but practical and tactical outcomes.

We have helped a wide array of businesses from multi-national technology and data management firms to growing restaurant groups and multi-channel retailers by developing and implementing innovative and highly actionable data frameworks that power insights-driven communication programs. All based on a robust understanding of their customer and prospect audiences that is designed to drive and effectively measure engagement, conversion, and ROI.

This is not legal advice. Consult your legal counsel to address your unique needs and compliance requirements.

Click here to visit [Marketing IQ Data Privacy Compliance Resources](#)

