

CCPA vs. GDPR Comparison

Quick Guide



How Do CCPA and GDPR Compare?

The California Consumer Privacy Act (CCPA) and the E.U.'s General Data Protection Regulation (GDPR) have meaningful overlap in their requirements but there are significant differences. Conceptually these laws have different purposes with CCPA focused more on data sales transparency while GDPR is more about building systemic privacy. Overall, CCPA is a lighter version of GDPR.

CCPA surpasses GDPR with:

- “Do Not Sell My Data” rights
- Detailed requirements for what was done with a consumer’s data
- Greater jurisdictional clarity
- Identify verification process details
- Better defined rights fulfillment processes and timelines

CCPA falls short of GDPR by:

- Not addressing the ability to correct erroneous information
- Not including deletion by design or privacy by design concepts
- Not creating a special category of PI with high risk for discrimination
- Being less comprehensive in related elements such as breach notification which is part of separate legislation

	GDPR	CCPA
Consumer Rights		
Conditions of Consent	■	■
Right to Object	■	■
Right to Opt-Out of Data Sale	■	■
Right to Access	■	■
Right to Correction	■	■
Right to Portability	■	■
Right to Erasure / Deletion by Design	■	■
Right to Erasure / Deletion by Request	■	■
Extra-Territoriality Clarity	■	■
Data Management		
Data Transfer to External Territories	■	■
Personal Data Defined	■	■
Privacy by Design	■	■
Processing Activities Tracking Requirement	■	■
Data Retention	■	■
Minors Safeguards	■	■
Anonymization Exceptions Permitted	■	■
Existing Consumer Data Consent Notice	■	■
Governance & Policies		
Controller Processor Relationship Defined	■	■
Controller Protections from Processor Violations	■	■
Contracts	■	■
Breach Process to Notification to Government*	■	■
Breach Process to Notification to Consumers*	■	■
Transparency	■	■
Rights Fulfillment Time Requirements	■	■
Verification Process for Rights Execution	■	■
Sold, Share, Disclosure Distinction	■	■
Data Protection Officer	■	■
Data Privacy Impact Assessment	■	■
Consumer Policy Access	■	■
Other Key Considerations		
Price Discrimination Prohibition	■	■
Civil Action Rights Defined	■	■

* Note: Breach notification in California is defined by separate legislation California Civil Code s. 1798.29(a) and California Civ. Code s. 1798.82(a).

This is not legal advice. Consult your legal council to address your unique needs and compliance requirements. As some aspects of the law are clarified or amended our position on these elements is subject to change without notification.

Click here to visit [Marketing IQ Data Privacy Compliance Resources](#) or contact us at marc.shull@mkt-iq.com