

Enforcement of the California Consumer Privacy Act Begins July 1, 2020. Are You Ready?

by Ashley L. Shively

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- 1. A business with no physical presence in California may still be subject to CCPA.
 - a. True

- b. False
- 2. The CCPA requires businesses perform a "data mapping" exercise.
 - a. True

- b. False
- 3. A "sale" of personal information under the Act requires money to be exchanged.
 - a. True

- b. False
- 4. A business can reject a consumer's deletion request when the personal information at issue is needed:
 - a. To communicate with the customer about new products.
 - b. To honor the return period or warranty on a product that the consumer recently purchased.
 - c. To text discount codes to the consumer's mobile phone.
- 5. A company with its principal place of business in California is a "consumer" under the CCPA.
 - a. True

- b. False
- 6. The CCPA applies to businesses that act as a service provider to non-profits.
 - a. True

b. False

- 7. An employee may make a CCPA access or deletion request to her employer in 2020.
 - a. True
- b. False
- 8. Identify the category of information that is not exempt from CCPA:
 - a. GLBA
 - b. FDCPA
 - c. FCRA
 - d. HIPAA
- 9. A service provider may not use personal information obtained in the course of providing services:
 - a. To detect security incidents or protect against fraud or illegal activity.
 - b. To build or improve the quality of its services.
 - c. To perform the services specified in the written contract with the business that provided the personal information, or on whose behalf the service provider collected the personal information.
 - d. To build consumer profiles and share those profiles with other corporate customers.
 - e. To comply with a regulatory inquiry or investigation, or a civil or criminal subpoena or summons by federal, state or local authorities.

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- 10. The CCPA includes a private right of action for all violations.
 - a. True

- b. False
- 11. A business has 45 days to respond to all consumer requests.
 - a. True

- b. False
- 12. The CCPA regulates personal information collected both online and offline.
 - a. True

- b. False
- 13. A business is never required to provide its customers with a hard copy of its privacy policy.
 - a. True

- b. False
- 14. A business may offer consumers a financial incentive or different price, rate, level, or quality of goods or services in exchange for the collection or sale of their personal information.
 - a. True

- b. False
- 15. The CCPA never requires consent.
 - a. True

b. False

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