Privacy Compliance Solution: CCPA and Beyond

FullContact's Privacy Compliance Solution gives you the confidence that Data Subject Requests can be quickly and accurately fulfilled.

CCPA and Beyond

The California Consumer Protection Act took effect at the beginning of 2020, and the legislation places a great emphasis on the rights of consumers and their data. It requires, among other things, that businesses "inform consumers about the data collected and shared, and gives them a right to access, to delete, and to opt-out."[1] And while the California regulations are what everyone is currently discussing, numerous other states are in the process of rolling out their own privacy legislation.

Compliance can be a large burden. You need to be absolutely certain that you're tracking all the data you've collected on your customers, so when they make a data subject access request (also called data subject lookup), you can quickly and easily respond to their requests.

However, many companies struggle with a centralized view of their data that can be queried in a timely manner, putting them at risk for violating the CCPA. A recent Gartner survey found that processing each request costs organizations more than $1,400 on average, in addition to taking more than two weeks to respond. That time and money can add up, but you don't have to handle compliance on your own.

FullContact's Privacy Compliance solution enables you to consolidate your customer data assets under persistent identifiers, available to you in real time. When receiving a customer data request, you can have peace of mind knowing that you'll quickly return all data collected on them because it's securely connected, consolidated, and easily retrievable.

> **Data privacy laws have been passed or introduced in at least 25 states with Federal talks in progress.**

Persistent Identifier
As customers ask for data, you can be sure that you're sharing absolutely everything you have.

Unified Data
Combine all collected customer information, even from fragments in various silos of data.

Easy, Efficient Recall
A unique, persistent identifier makes recalling data on-demand a simple process.

[1] Varonis. (2019). California Consumer Privacy Act CCPA Compliance Guide.

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How It Works

Easily upload your customer lists as a batch or via API. This includes emails, name, address, Placekey ID, phone, mobile advertising IDs, and hashed emails.

FullContact matches each to an individual ID. When different inputs match to the same person, the same persistent ID is assigned that same ID—that way you know *email 1* and *email 2* belong to the same individual.

CRM

Name, Postal, Phone, Email

Loyalty

Name, Email, Purchase History

Email

MAIDs, Email, App Usage Stats

Send FullContact the identifiers within your Enterprise Data Platforms

FullContact connects and applies a persistent identifier (Person ID) to all of the records in your data platforms

Jessie Lee sends you a Data Subject Access Request

PERSON ID: 5PGL3FLHGA...

Locate Jessie within your system or call our API and and we will find Jessie and provide you the Person ID

You supply the information to Jessie, altering or deleting it as requested

FullContact

fullcontact.com

Simple to Use

California law says that you have 10 days to respond to data subject access requests and 45 days to share the data you've collected. FullContact's solution helps you tie all those fragments together using a single, persistent identifier, so you can be confident you're sharing everything your company has, in a simple, streamlined way.

Real-time Speed

Our privacy compliance solution works via API, meaning if you get a customer request, you can immediately jump into action to recall that person's information.

Real Preparedness

With the CCPA, the European Union's General Data Protection Regulation, and more privacy laws in effect, nearly 1 billion people live where data legislation gives them data subject rights.

CCPA alone stipulates fines up to $7,500 and damages up to $750 per affected user for violation—that means you need to have a plan. Does your company have the confidence you need to be able to definitively say you've provided all the requested information?

FullContact's Privacy Compliance Solution gives you that peace of mind.

FullContact

![FullContact logo]
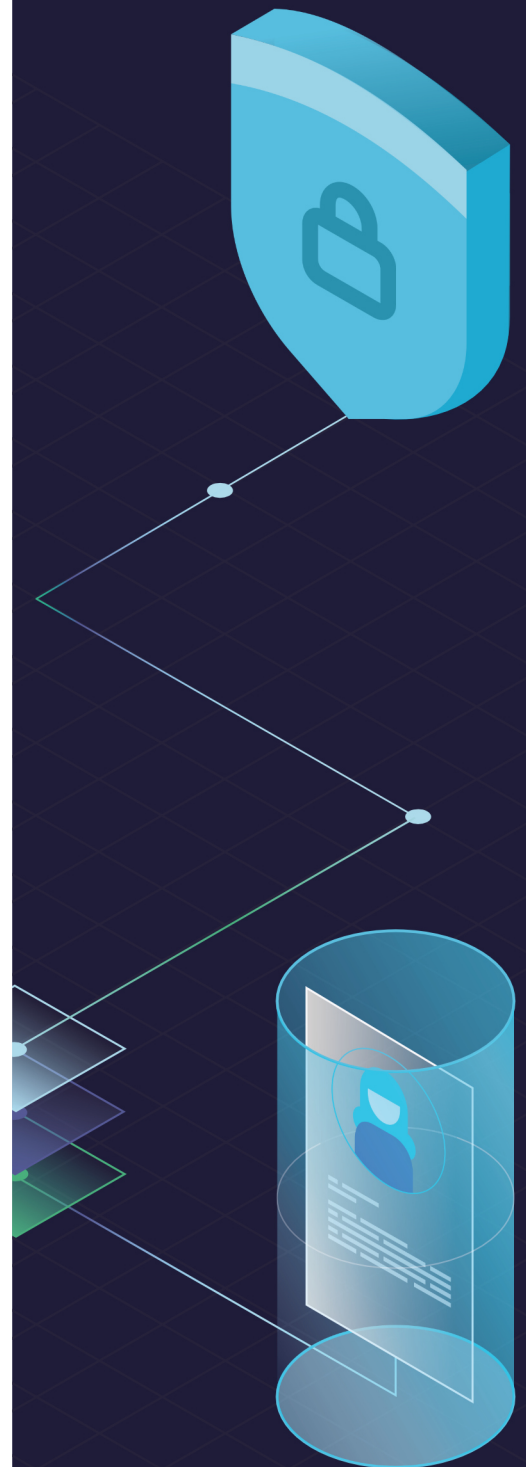
*Amplify your ability to recognize and reach real people by **3X**.
Or it's on us. **Guaranteed**.*

Real People

Access and map fragmented physical and digital identities into a **persistent PersonID from a single graph**. Omnichannel input and outputs.

- **248 Million People**
- **50 Billion** Individual Omnichannel Identifiers
- **700+** Ethically Sourced Personal and Professional Attributes

Real Control

Leverage **FullContact Identity Streme™** to protect & control your first-party data across your enterprise. Enable permission-based partnering without commingling data.

Port the **PersonID** across your ecosystem improving targeting, reach, recognition and measurement.

Manage **privacy and permission at a person level** at every touchpoint.

- **SOC2 Type II Compliant**

Real Time

Recognize people across platforms and engagement **in the moments that matter**.

Leverage our machine learning, applied graph theory, and distributed computing to **improve resolution**.

High availability, high throughput, and resilient low latency architecture.

- **30+ Million** Updates per Day
- **40 Millisecond** Response Time

If you're interested in learning more about FullContact's Privacy Compliance capabilities, you can talk with an expert at fullcontact.com/contact