

# PRIVACY CCPA

## User Experience, Notice & Opt Out Management

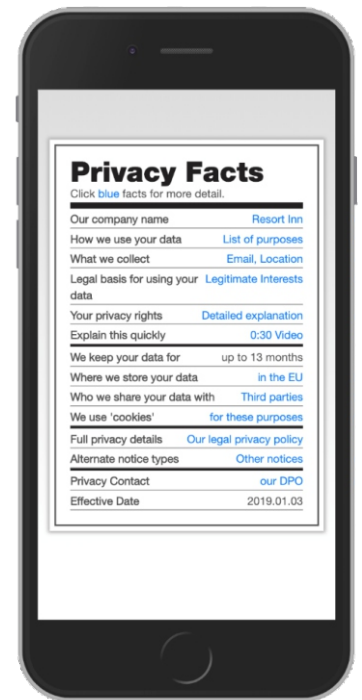
CCPA requires many new privacy interactions with your users. PrivacyUX lets you quickly and easily deliver a great privacy management experience to your users, building trust while complying with California's new privacy rules.

### Mobile-Friendly, Nutrition-Style Privacy Notices

With the majority of consumer interactions now on mobile devices, PrivacyUX uses the familiar "Nutrition Facts" paradigm from food labels to deliver CCPA's required **Notice At Collection**, **Notice of Opt Out**, and **Notice of Financial Incentive**. Interactive and easy to understand, these notices can be accessed by web, mobile apps, text message, QR code, and even by voice

### Easy Non-Technical Notice Management

PrivacyUX includes a complete content management system that enables legal & privacy professionals to draft, update and track revisions, exceptions and multi-lingual notices. As required by law, PrivacyUX interactive notices are fully accessible for visually impaired users.



Do Not **Sell** or **Share** My Personal Information

### Cookie-Free Opt-Out Management

User opt out preferences are held in a secure central consent registry hosted in the cloud, easily available for real time verification by internal enterprise processes and by trusted third, fourth, fifth parties as required by CCPA. PrivacyUX has none of the security, legal, or operational issues and limitations exhibited by so-called "Cookie Banner" tools.

### California Resident Privacy Rights Management Dashboard

PrivacyUX for CCPA includes a consumer-friendly dashboard that facilitates all required consumer interactions for rights and privacy preference management (DSAR, RTBF, Opt Out). Enterprises with existing CDP, CIAM and preference systems can easily integrate via ConsentCheq's API.

### Parent/Child Privacy Opt-Out for Under 17 Audiences

CCPA mandates special treatment when a user is 13-16 and parental involvement when under 13, similar to the US Federal COPPA law. PrivacyUX for CCPA uniquely facilitates this complex interaction to provide a fully CCPA compliant user experience for both child and parent.

# Today, Users Care About Privacy

## Optimized Mobile User Experience Builds Trust and Engagement

### Audit Log - Demonstrable Compliance

Because each relevant activity is logged, PrivacyUX can provide a timeline of compliant data handling for regulators on demand.

### High Performance Central Consent Registry Architecture

PrivacyUX was designed under the philosophy that user consent (or opt-out) is a vital corporate data asset that must be securely stored, yet easily accessible from every data ingestion point and each time personal data is processed. As a result, the service handles web, native mobile, email, telemarketing, text message, voice command and physical location consent with aplomb.

### Managed API for Third Party Opt-Out Notification

Because today's businesses use numerous third parties to process personal data, CCPA requires each third party to check and honor Opt-Out every time private data is used. PrivacyUX facilitates realtime "downstream" verification via a managed API interface.

Powered by



### Adaptive "One Stop" Compliance with **CCPA, GDPR, COPPA, LGPD**

PrivacyUX is powered by PrivacyCheq's ConsentCheq platform. Deployed at scale since 2014, this transparency and consent tech is constantly revised to track the requirements of new privacy regulations. Enterprises can easily upgrade the PrivacyUX service to add compliance with GDPR, LGPD, COPPA and future regs with no new integration costs.

PrivacyUX is the proven CCPA notice & opt-out solution, and it can be integrated and operational within just 2 weeks.

Email us at [bizdev@privacycheq.com](mailto:bizdev@privacycheq.com) to schedule a live demo.

Learn more at [www.privacyux.com](http://www.privacyux.com). Live Demo On Your Phone? Text "CCPA" to 717-467-3214.