SmartSuite

Framework / Privacy / Global Privacy Regulations

California Consumer Privacy Act (CCPA) / California Privacy Rights Act (CPRA) — Cal. Civ. Code § 1798.100 et seq.

The CCPA, as amended by the CPRA, gives California residents rights to know, delete, correct and opt out, and is enforced by the California Privacy Protection Agency.



What it is

The California Consumer Privacy Act of 2018 (CCPA), as amended by the California Privacy Rights Act of 2020 (CPRA), is California's consumer privacy statute (Cal. Civ. Code section 1798.100 and following). It gives California residents the rights to know, delete, correct and opt out of the sale or sharing of their personal information and to limit use of sensitive personal information, and it requires qualifying for-profit businesses to honor those rights. The CPRA amendments became operative on January 1, 2023.

At a glance

PUBLISHER State of California; enforced by the California Privacy Protection Agency (CPPA)	TYPE Regulation	VERSION CCPA (2018) as amended by CPRA (2020); statute text effective January 1, 2026
EFFECTIVE January 1, 2023 (CPRA amendments operative); updated CPPA regulations effective January 1, 2026	DOMAIN Privacy	FAMILY Global Privacy Regulations
REGION California	ADOPTION MODEL Regulatory Compliance	IMPLEMENTATION COMPLEXITY High

Source: cppa.ca.gov/pdf/20260101_ccpa_statute.pdf

Why it matters

- **Rights that businesses must operationalize** Consumers can request access, deletion and correction, opt out of sale or sharing, and limit use of sensitive personal information without retaliation (sections 1798.105 to 1798.125).
- **Specific website links** A business that sells, shares or uses sensitive data beyond authorized purposes must show a clear link titled "Do Not Sell or Share My Personal Information" and one titled "Limit the Use of My Sensitive Personal Information", or one combined link (section 1798.135).
- **A response deadline** A business must disclose, correct or delete within 45 days of a verifiable request and may extend once by 45 days with notice (section 1798.130).
- **Dedicated enforcement** The CPPA can fine up to $2,500 per violation or $7,500 per intentional violation or violation involving a consumer known to be under 16, subject to inflation adjustment (section 1798.155).

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How SmartSuite supports CCPA/CPRA

Data Inventory and Notice at Collection

Record each category of personal information and sensitive personal information with its purpose, whether it is sold or shared, and retention (section 1798.100).

Consumer Request Workflows

Track access, deletion, correction, opt-out and limit-use requests with the 45-day deadline and the single 45-day extension notice (section 1798.130).

Opt-Out Link and Signal Governance

Document where the "Do Not Sell or Share" and "Limit the Use" links appear and how opt-out preference signals are honored (section 1798.135).

Service Provider and Contractor Contracts

Keep the written contract terms, restrictions and monitoring evidence for each service provider and contractor (section 1798.140).

Risk Assessments and Security Audits

Schedule risk assessments and cybersecurity audits and record findings and remediation under the 2026 CPPA regulations.

Compliance Reporting and Audit Trail

Report request volumes and timeliness, open issues and evidence coverage for the privacy team and counsel.

Common framework mappings

GDPR | ISO 27701 | NIST Privacy Framework v1.0 | Singapore PDPA | PIPEDA | UK DPA 2018 | UK GDPR

Official resources

California Consumer Privacy Act and California Privacy Rights Act Regulations

Provides the latest official regulations for CCPA/CPRA as amended.

cppa.ca.gov/regulations/pdf/20221102_mod_text.pdf

CCPA/CPRA Initial Statement of Reasons

Describes the rationale behind the CCPA/CPRA regulatory amendments.

cppa.ca.gov/regulations/pdf/20220708_isr.pdf

California Privacy Protection Agency's CCPA/CPRA FAQs

Outlines key FAQs about compliance with CCPA/CPRA.

cppa.ca.gov/faq.html

California Office of the Attorney General's CCPA Information Page

Provides comprehensive resources and guidance related to CCPA.

oag.ca.gov/privacy/ccpa

Frequently asked questions

Which businesses must comply with the CCPA/CPRA?

For-profit businesses that do business in California, collect consumers' personal information, determine the purposes and means of processing, and meet one threshold: annual gross revenue above $25 million as adjusted for inflation (now $26,625,000), buying, selling or sharing the data of 100,000 or more consumers or households, or earning 50 percent or more of revenue from selling or sharing data (section 1798.140(d)).

What rights do California consumers have under the CCPA/CPRA?

The right to know and access personal information collected, sold or shared, to delete it, to correct inaccurate information, to opt out of sale or sharing, to limit use of sensitive personal information, and not to be retaliated against for exercising these rights (sections 1798.105 to 1798.125).

How long does a business have to respond to a consumer request?

45 days from receiving a verifiable request to disclose, correct or delete, extendable once by another 45 days when reasonably necessary, if the consumer is told of the extension within the first 45 days (section 1798.130).

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What does the CCPA/CPRA require on a company's website?

A business that sells or shares personal information must provide a clear and conspicuous homepage link titled "Do Not Sell or Share My Personal Information". If it uses sensitive personal information beyond authorized purposes it needs a link titled "Limit the Use of My Sensitive Personal Information". A single combined link is allowed (section 1798.135).

Who enforces the CCPA/CPRA and what are the penalties?

The California Privacy Protection Agency enforces it through hearings and administrative fines of up to $2,500 per violation or $7,500 per intentional violation or violation involving a consumer known to be under 16, adjusted for inflation to $2,663 and $7,988 (sections 1798.155 and 1798.199.55). Consumers may also sue for certain data breaches (section 1798.150).

License included / downloadable: Yes The CCPA and CPRA are California statutes published by the California Privacy Protection Agency and are included with the platform for reference.

Full framework page and mappings: smartsuite.com/frameworks/ccpa-cpra-california-consumer-privacy-act-california-privacy-rights

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