



CCPA FAQ

October 2020

What is CCPA?

CCPA stands for California Consumer Privacy Act. It goes into effect Jan 1, 2020. The legislation was passed to give consumers greater control over their personal information online, especially how companies can profit off of it.

How does this affect True Fit?

This affects True Fit because there are many California shoppers who use our service. California residents need to be able to opt out of their identifiable personal data being sold, as well as request data collected about them. This legislation is similar to GDPR and the updates that True Fit made to support GDPR compliance transfer to CCPA. True Fit is already set up to support retailers who need to comply with CCPA.

Does True Fit collect personal information?

Yes. Anything True Fit collects that can be linked to a specific person is considered 'personal information' under CCPA.

Is True Fit compliant?

Yes. True Fit is already compliant with CCPA. We do not collect information that is identifiable without consumers' permission and we do not sell identifiable information to 3rd parties. We also provide the required transparency to consumers and ability to control the use of their personal data.

Do Retailers need to change anything?

No, there is no required action for the retailer. A best practice is adding language on the splash page (similar to EU retailers) making it very clear that registration data is shared directly with True Fit. This is not required, but please contact your client success manager to initiate this update.

Can shoppers/ consumers directly submit requests for deletion to True Fit?

Yes, we have an [online form](#) where consumers can request to be deleted. This form is solely for consumers, not retailers.



How do True Fit retailers submit requests for deletion?

True Fit retailers should email privacy@truefit.com with requests for deletion. The email should include either the unique ShopperID of the user they wish to delete or the user's email address. True Fit will typically process requests within 7 days, but within 30 days in all cases.

What data is deleted when requests are submitted from a retailer?

Requests received from retailers apply to the data that has been passed from the retailer specific to the given shopper. Consumers who wish to purge their entire True Fit profile should contact True Fit directly.

Do you offer True Fit retailers a Data Processing Addendum?

Yes. The True Fit Data Processing Addendum (DPA) is available upon request for all customers to review. To obtain a copy of our DPA please contact your client success manager or sales representative.

How should a True Fit retailer contact True Fit with questions about CCPA?

Email privacy@truefit.com with any questions or requests.