






CCPA

A GUIDE TO CCPA AND YOUR ALIDA PLATFORM



Effective January 1, 2020 the California Consumer Privacy Act (“CCPA”) gives California residents increased control over their personal information, including a number of specific consumer rights.

This is your guide to managing your Alida Platform in a manner that helps support your customers’ rights under CCPA.

RIGHT	WHAT IS IT	HOW DOES ALIDA HELP?
 <p>RIGHT TO OPT-OUT OF THE SALE* OF PERSONAL INFORMATION</p>	<p>Members must be provided a mechanism which allows them to request that a business stop selling their personal information. A prominent, dedicated link to the mechanism must be provided.</p>	<p>Do Not Sell functionality: Sparq hubs contain dedicated functionality which allows you to easily deploy a Do Not Sell form and associated footer link.</p>
 <p>DISCLOSURE RIGHTS</p>	<p>Customers must be provided CCPA compliant disclosures, including information about the categories of personal information collected, the business purpose for collection and sharing, and the methods by which consumers may submit requests.</p>	<p>Privacy policy: All customer facing components allow for your organizations policy information to be referenced in footers. Should you be recruiting a community, the signup process can include a specific policy for your community.</p>
 <p>RIGHT TO DATA PORTABILITY</p>	<p>Members and customers have the right to receive a copy of their personal information in a structured format.</p>	<p>Data exports: Sparq provides exports in CSV format.</p>
 <p>RIGHT TO ERASURE</p>	<p>Members have the right to have personal information permanently removed.</p>	<p>Data purge: Profile data can be overwritten for members of communities, survey takers and responders of CX programs. The “Sensitive Data Purge” feature can be used to automate the removal of sensitive data once the information is no longer required.</p>
 <p>RIGHT OF ACCESS</p>	<p>Members and customers have the right to obtain information about what personal information is held about them.</p>	<p>Data exports: Profile and Survey exports are available to extract and share personal information.</p>

*As your Service Provider, Alida will only process personal information under your instructions and for the specific purposes outlined in our agreements. Alida does not, and will not engage in the selling of our customers’ data. A CCPA addendum outlining this relationship and other considerations related to CCPA is available upon request, and can easily be incorporated into your contract with us.