

CCPA

A Guide to CCPA and Your Insight Community

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 Sparq Insight Community in a manner that helps support your members' rights under CCPA.

Right	What is it?	How does Vision Critical help?
 Right to opt-out of the sale* of personal information	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.	Do Not Sell functionality: Sparq hubs contain dedicated functionality which allows you to easily deploy a Do Not Sell form and associated footer link.
 Disclosure rights	Members 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.	Privacy policy: Every Insight Community includes a privacy policy drafted by you. You retain complete control of the disclosures provided to your Insight Community members before and after signup.
 Right to data portability	Members have the right to receive a copy of their personal information in a structured format.	Data exports: Sparq provides exports in CSV format.
 Right to erasure	Members have the right to have personal information permanently removed.	Data purge: Profile Variables can be manually overwritten, and an automated Data Purge function can be enabled to automatically overwrite the personal information of members set to a Purged status.
 Right of access	Members have the right to obtain information about what personal information is held about them.	Member profile exports: Member profile exports allow you to view and export personal information.

*As your Service Provider, Vision Critical will only process personal information under your instructions and for the specific purposes outlined in our agreements. Vision Critical 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.