



CCPA By The Numbers

24 Months



For at least 24 months, maintain records of consumer requests and responses, including signed declarations accompanying requests to know and delete.

12 Months



At least once every 12 months, review and update online privacy policies and notices.



Go back 12 months when responding to consumer requests to know about personal information the business has collected, processed, disclosed, and sold.



Wait 12 months before requesting permission to sell personal information when a consumer opts out of sales.



Every 12 months by July 1, disclose consumer request metrics in privacy policy if buy, receive, sell or share personal information of more than 10 million consumers in calendar year.

Days to Respond

REQUESTS TO KNOW OR DELETE

10
BUSINESS
DAYS

Confirm receipt of the request to know or delete, provide additional information about how the request will be processed, and describe verification process.*

45
CALENDAR
DAYS

Respond to requests to know or delete.*

90
CALENDAR
DAYS

Respond to requests to know or delete, if notice and explanation for delay is given to consumer.*

Respond to consumer requests no more than 2 times in a 12-month period (responding to additional requests is optional).

REQUESTS TO OPT-OUT OF SALE

15
BUSINESS
DAYS

Comply with opt-out request.*

*Based on draft regulations released February 7, 2020

For more information about the CCPA and your organization's compliance obligations, contact:

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