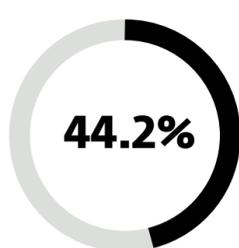


# *Confusing* **CALIFORNIA CONSUMER PRIVACY ACT (CCPA)**

ESET's new survey of business owners and executives underscores the lack of awareness and planning around the new privacy law that goes into effect Jan. 1, 2020.



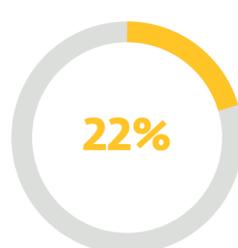
## **Many business executives don't know about—or don't care about—the new law.**



Almost half (44.2%) of all respondents have never heard of the CCPA.

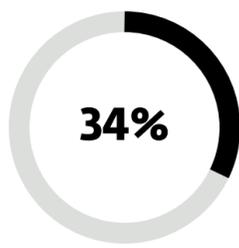
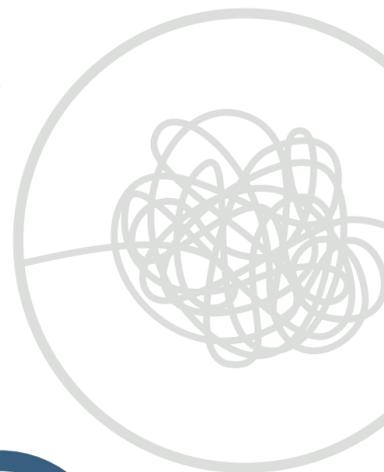


Only 11.8% of respondents know whether the law applies to their business.

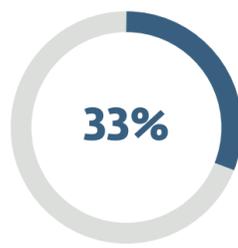


22% said they "don't care" about the new regulations

## **Confusion reigns when it comes to compliance.**



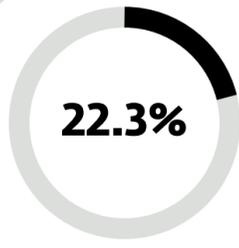
34% don't know whether they will need to change the ways they collect, store & process data.



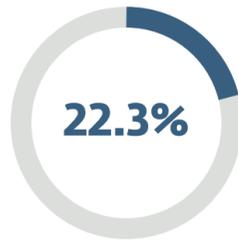
33% don't know if they'll have the required "reasonable security" in place by the deadline.



## **Cybersecurity best practices aren't always top of mind.**

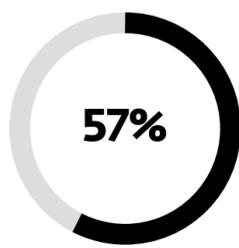


22.3% of respondents said they have never performed a risk assessment on cybersecurity.



22.3% of respondents said they never train employees on cybersecurity.

## **Small & Medium Businesses (SMBs) aren't immune from the new rules.**



57% of SMBs either don't know or don't care that they may need to change their data practices.

CCPA gives Californians the right to sue businesses that are subject to CCPA when their personal information is compromised in a data breach. These businesses can be exposed to significant financial penalties if found in "violation of the duty to implement and maintain reasonable security procedures and practices."

**So be prepared.** See if the new law affects you, how it may impact your current cybersecurity profile and what steps to take next at [eset.com/us/ccpa](https://eset.com/us/ccpa).