

# NAVISTONE PRIVACY: CCPA

It's not just about driving more site visitors. It's about how to more effectively drive demand from the visitors you have.



In January 2020, the California Consumer Privacy Act (CCPA), the most significant and comprehensive privacy law in the United States, will go into effect and will impose obligations on firms doing business in California that include:

- **Privacy Practices:** Business must inform consumers what categories of personal information it collects and for what purposes before collecting; and must provide that information free of charge on request by a consumer.
- **Deletion Right.** The CCPA will require a business, upon verifiable request from a consumer, to delete personal information about the consumer which the business has collected from the consumer and direct any service providers to delete the consumer's personal information.
- **Opt-Out Right.** Businesses must provide a clear and conspicuous link on their website that says "Do Not Sell My Personal Information" and provide consumers a mechanism to opt out of the sale of their personal information, a decision which the Business must respect.
- **No Price Discrimination:** Business cannot discriminate against consumer who has exercised rights under CCPA in pricing.



Technical



Privacy



Relevancy



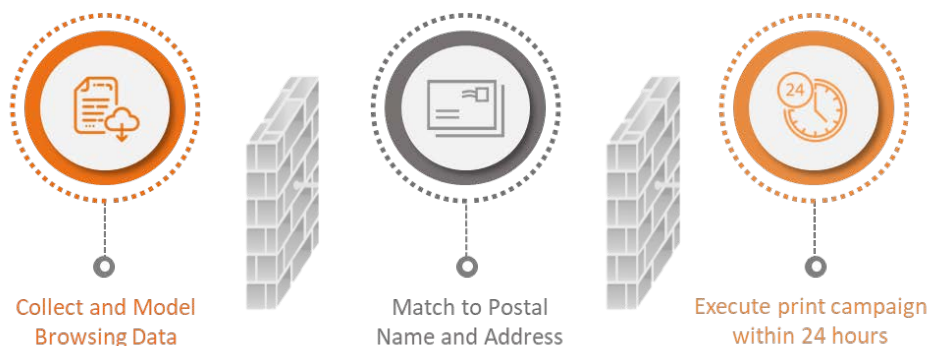
Risk  
Management



NaviStone technology was designed with consumer privacy at the forefront utilizing a patent-pending double-blind matching process, and adheres to all applicable privacy requirements of the CCPA.

### “Double Blind” Technology

- At no time does NaviStone collect Personally Identifiable Information (PII) from our clients or any third parties
- All data coming from a customer’s site via our tag is always pseudonymized
- Client browsing data (PI) is never combined with other data or sold to third parties
- Client data sent for suppression is transformed into a match-key from the client before being sent



### Contractual Obligations

NaviStone ensures its clients are CCPA compliant by requiring them to maintain a working, clear, and conspicuous link on each of its visitor-facing web pages to a privacy policy that:

- Complies with all applicable legal requirements, including, but not limited to, all international, U.S., and state laws;
- Discloses fully how visitor data is collected by NaviStone® (including JavaScript and cookies, and how they work);
- How visitor data may be combined with other data, including names and addresses from third-party databases, for purposes of direct mail advertising;
- Includes instructions on how to prevent cookies from being placed on the visitor’s computer;
- Provides links to information concerning the opting-out of cookie-based advertising: <http://optout.networkadvertising.org/#/> and <https://www.neustar.biz/privacy/opt-out/>;
- Provides direct mail, telephonic, and online opt-out instructions; and
- Informs usage of website constitutes consent to the terms of the Privacy Policy.