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MAIN THEMES IN THE NEW DATA ECONOMY

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A study on the public comments on the California Consumer Protection Act (CCPA) and the key themes raised by different interests groups.

COVERAGE OF THEMES:



The size of each dot in the map represents the aggregate emphasis given to a specific theme. The Map does not represent broader issues raised by certain stakeholders (e.g., wider economic implications, general principles such as data portability or extralegal factors that could shape the regulatory framework for data privacy in California).

Instead the themes represented in the map focus on the content of the CCPA and the Proposed Regulations:

Scope	Sales & Value of Data
Definitions	Definition of “Sales”
Notices & Privacy Policy	Value and Valuation of Data
Notice at the Collection of PI	Non-Discrimination
Notice of the Right to Opt-out	Minors & Household Data
Notice of Financial Incentive	Notices to Minors
Privacy Policy	Opting-in to the sale of PI
Consent	“Household”
Handling Requests	Training and Record-keeping
Methods for Submitting	Training Employees
Requests to Know and Delete	Record Keeping
Responding to Requests	Publication of Compliance Metrics
Service Providers	Service Providers
Requests to Opt-out	Third Parties
Requests to Access or Delete Household Information	Service Providers
Privacy by Design	Business Purpose
Browser Plug-Ins	Enforcement
Verification and Security	Compliance Costs
Verification of Individuals	Technical Challenges
Verification for Non-account Holders	Good-Faith Compliance Efforts
Reasonable Security Measures	Effective Date
Authorized Agents	

Updated information on findings, methodology, underlying data and related research can be found at www.prifina.com/research

