

CFA provides information about our industry's vulnerable business issues. The current issue's importance sends a clear "Protect Yourself" message and is part of CFA's continuing effort to assist our members.



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## "PROTECT YOURSELF"

### ALERT: The California Consumer Privacy Act

*Is your business ready now that California's new Consumer Privacy law is in effect as of January 1, 2020?*

If your company's website collects or utilizes personal data from customers, clients, subscribers, or other users, it must include a link to your company's 'privacy policy'; The link should be on every website page.

The privacy policy provides you with certain legal protections by openly disclosing how your company will handle and protect user information. We suggest you review multiple examples of "Privacy Policy", "Cookies" tag lines, and "Toggle Switch". 

**Addendum Example:** *"By accessing this website on which the Privacy Policy is available, you confirm that you have read, understand, and acknowledge the terms of this Privacy Policy".*

**'Cookie' and 'Toggle Switch' examples:** 

Example #1: *"This site uses cookies to analyze the performance of our site and our advertising, personalizing and targeting content. **By clicking "Accept Cookies," you agree to this use of cookies. To opt out,** turn off "Personalized Experience Cookies" below and read "Privacy Policy"*

Example #2: *"We use cookies to help provide you with the best possible online experience. Please read our Privacy Policy and Cookie Policy for information we collect on our site. To opt out of our cookie-based tracking for advertising purposes by using this toggle switch." *

Example #3: *"If you are a California resident and would like personal information about how to be excluded from other data transfers that may be considered 'sales' under California law, please follow the instructions in our Privacy Policy."*



