



# How OneTrust Helps with the CCPA: “Do Not Sell” & Consumer Rights Management

The CCPA introduces new rights for California residents, like the right to access and delete personal information, as well as the right to opt-out of the sale of personal information. Organizations now need a scalable and efficient way to process and respond to consumer rights requests and must maintain detailed, ongoing records for compliance.

The OneTrust platform directly addresses CCPA requirements relating to consumer rights and do not sell requests and sets organizations on the right trajectory for supporting a global privacy program.

## CCPA Consumer Rights & Do Not Sell Solutions Engage & Respond to Consumer Requests



**Consumer Rights & Targeted Data Discovery**  
Intake and fulfill “Do Not Sell” requests, and consumer



**Consent & Preference Management**  
Track verifiable consent and sync across systems to avoid unauthorized sale of consumer data.



**Website & Mobile App Cookie Compliance**  
Enable “Do Not Sell” on websites and provide an opt-out for advertising and data collection cookies.



**Policy & Notice Management**  
Centralized and distribute policies, notices & disclosures.



ONLINE DEMO AND FREE TRIAL | [OneTrust.com/ccpa-compliance](https://OneTrust.com/ccpa-compliance) | [info@onetrust.com](mailto:info@onetrust.com)



## CCPA Consumer Rights Solutions Automate Intake & Fulfillment of Consumer Requests

### Intake and Triage Consumer Rights Requests

- Build a CCPA-specific request intake web form linked directly from your company's website
- Customize forms to determine consumer residency and process through a CCPA-specific workflow
- Centralize all requests into a single queue and define an automate triage workflow for fulfillment

### Validate the Consumer's Identity

- Enable consumers to attach evidence when submitting a request to verify their identity and proof of residency
- Leverage various identity validation approaches, including email or phone verification, or existing user login portals
- Integrate with various identity validation technologies, for example, Experian

### Automate Fulfillment by Targeting Business Apps

- Find and retrieve consumer's data across cloud-based and on-premise systems to assist in fulfilling a request
- Integrate with common business apps, such as CRMs, Marketing Automation, CASBs, CMDBs, and more
- Create manual review and redaction steps that can be inserted prior to responding to consumer requests

### Fulfill Requests with CCPA Templates & a Secure Messaging Portal

- Leverage built-in CCPA response templates and track against the 45-day response window
- Enable and track 90-day extensions as well as communicate extension requests to consumers
- Monitor excessive requests with ability to limit consumers to two requests within 12 months

## CCPA "Do Not Sell" Enable Consumers to Opt-Out & Track Across Your Systems

### Intake and Triage Do Not Sell Requests

- Display a 'Do Not Sell My Personal Information' link or toll-free phone number on your company's website
- Request more details from the consumer using a CCPA-specific "Do Not Sell" webform generated via OneTrust
- Automate the workflow to validate identity, triage the request, and discover the data in business systems

### Trigger Actions Throughout Your Backend Systems

- Integrate directly with downstream systems such as internal or cloud business apps that may contain the consumer's data
- Auto-block any advertising and data collection cookies on your websites or in mobile apps that are involved with the sale of data

### Update Cookie Banners for CCPA "Do Not Sell"

- Display a CCPA-specific cookie banner using geolocation based on the visitor's location
- Customize with a different consent model and include a "Do Not Sell" link

### Maintain Central Consent Records & Enable Users to Re-Consent After 12 Months

- Track verifiable consumer consent and sync across systems to avoid the unauthorized sale of data
- Enable consumers to opt-back-in to the sale of data after 12 months through a preference center
- Maintain central records of consumer consent to demonstrate CCPA compliance

## CCPA Disclosure Management Centralize & Distribute Your Privacy Policies & Notices

### Centralize and Distribute Privacy Disclosures

- Utilize a policy and notice scan to automatically find and inventory your existing policies and notices
- Upload and host your policies and notices in OneTrust for a centralized view to manage and monitor
- Integrate the policy into your website and push out policy versions without web developer interaction