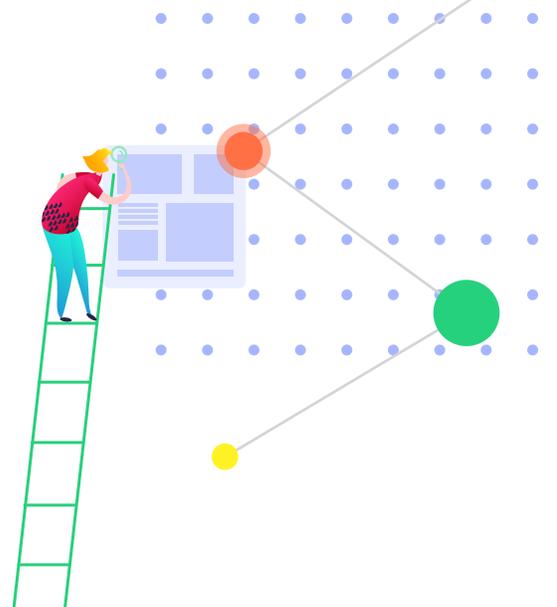


# Your CCPA-Compliant Call Tracking and Analytics Solution



## Compliance without Compromise

At Invoca, proper handling of your and your customers' data has always been and will continue to be a top priority. We recognize that you need your technology providers to treat data with the utmost care. This is why we are interpreting CCPA in the broadest sense of the regulation and have taken a comprehensive approach to how we have prepared for it.



## What is CCPA?

CCPA, the California Consumer Privacy Act, is a new privacy regulation that goes into effect on January 1, 2020, and will provide additional privacy rights and consumer protections for individuals who may reside in or otherwise be residents of California including:

- ✓ Knowing what personal data is being collected about them
- ✓ Having any data collected be deleted from a business's systems
- ✓ Having access to the data that has been collected on them
- ✓ Opting-out of having their data sold to a third party or being used by the company they transacted with
- ✓ Not being discriminated against by the company for exercising any of the above rights

Non-compliance with CCPA could lead to financial penalties including **\$7,500 fines** for each intentional violation, **\$2,500 fines** per event for other infractions, and potential lawsuits by customers when their rights outlined in the regulation are violated.

# What has Invoca Done to Prepare for CCPA?

Since Invoca serves as a "Data Processor" by CCPA standards, we are:

- ✓ Putting in place a CCPA agreement with any customers
- ✓ Providing notification to clients within 72 hours of a data breach
- ✓ Following the requirements and standards set forth by our clients of collecting, storing and retrieving data on their behalf
- ✓ Ensuring any third-party vendors we utilize for data collection & storage are CCPA compliant
- ✓ Offering transparent communication around data access, storage, transmittance, and modification
- ✓ Putting in place process and mechanisms to allow for data modification or deletion when a customer or their customers submit a request
- ✓ Not storing and making data accessible in the Invoca platform that is outside of our client's instructions or business needs
- ✓ Providing regular training to all employees on CCPA requirements

## Common Questions

### Will Invoca be CCPA compliant by January 1, 2020?

Yes, Invoca has taken a comprehensive approach in preparation for CCPA (outlined above) and will be compliant by the time the regulation goes into effect.

### What kind of information does Invoca need to fulfill a CCPA request?

Customers will be requested to email or phone their CCPA request providing Invoca with the type of request (erasure, opt-out, access, portability, consent) and the basic information (email/phone number/name) relating to the data subject in order to process said request.

### What process does my company need to follow to submit a request to have Personal Information deleted for one of our customers?

Invoca will provide its customers with two means of submitting a request:

- 1 A toll-free number will be available for request submission
- 2 An email address will be provided to submit a request

Both email and toll-free numbers will be available on our public-facing privacy policy webpage on or before January 1st, 2020:

<https://www.invoca.com/privacy-policy/>

### Will Invoca sign a CCPA agreement confirming CCPA requirements?

Upon request, Invoca will review CCPA agreements and either sign or provide suggested edits to align with Invoca's CCPA process.

### I have a customer that would like to have a CCPA agreement put in place. Who should I send it to at Invoca?

Please contact your account manager or sales representative.

For more information on CCPA and how Invoca prepared for this new regulation, please visit <https://go.invoca.com/ccpa-resources.html>

To submit a CCPA related request, please feel free to call **888-989-4996** or email [privacy@invoca.com](mailto:privacy@invoca.com).

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