

State of CCPA and GDPR

90% of Companies Unprepared for CCPA
95% of Companies Unprepared for GDPR

as of March 31, 2022



Q1 2022 reports B2B & B2C companies are slightly more unprepared for CCPA, CPRA and GDPR compliance than previous quarter, Q4 2021

Companies Unprepared

90-95%
UNPREPARED

90% of companies are **NOT** prepared to meet the **CCPA** and **CPRA** compliance requirements.

95% of companies **FAILED** to meet the GDPR privacy rights compliance requirements.



<10%

Only 9.76% have deployed a CCPA DSAR Management Automation solution.

<20%

Only 16.37% need to comply with both CCPA and GDPR

X

95% of companies are using error prone and time consuming manual processes for GDPR DSAR requirements.

All Businesses Affected



Businesses of all sizes poorly prepared to meet CCPA

No noticeable difference between larger companies vs mid-sized businesses.

B2C more compliant than B2B <

B2C companies 3x more likely to deploy a GDPR DSAR automation solution than B2B.



Fines and Enforcement

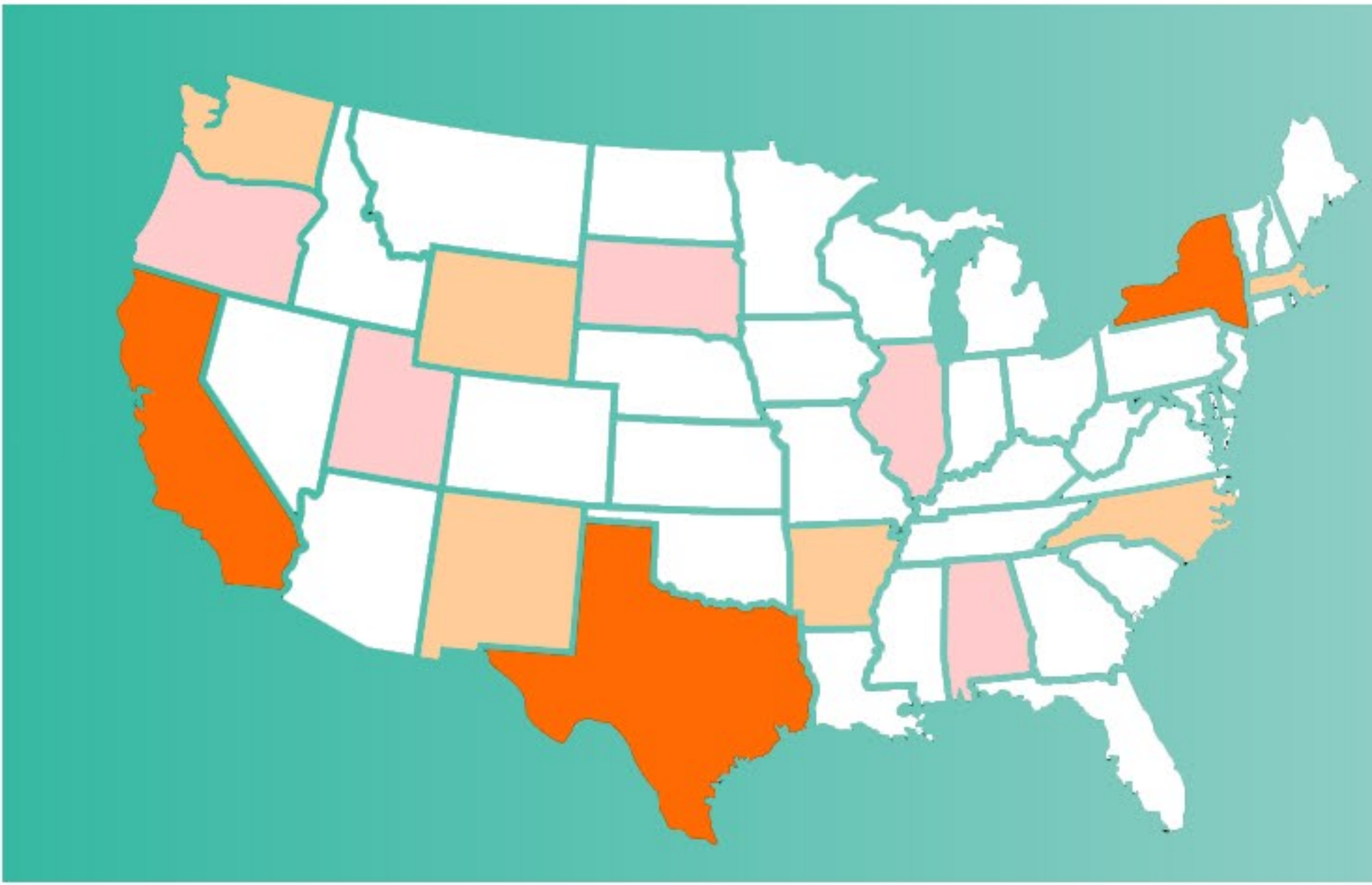


California Privacy Protection Agency (CPPA) will actively enforce CCPA/CPRA in 2023 and companies found **non-complaint will be fined.**



GDPR continues to be actively enforced with **\$1.8 billion in GDPR fines** levied as of March 2022.

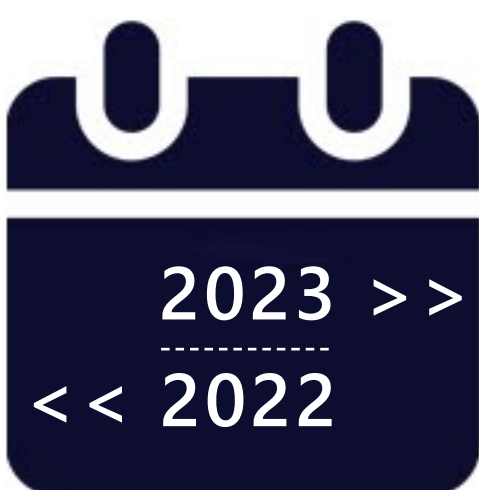
State of the States



While the top 3 most compliant states (California, Texas and New York) remained the same from Oct-Dec 2021, other states are now paying more attention to CCPA.

Looking Forward / Looking Back

CPRA will be enforced starting in 2023, with a 12-month lookback to January 1, 2022 on consumer requests.



This no doubt will be painful for businesses that are not prepared now.

DSARs coming from data aggregators are increasing in frequency and volume with the majority of requests being Right to Delete (Erasure).

Sources: The inaugural CYTRIO 2021 State of the CCPA Privacy Rights Compliance report, published in January 2022, studied 5,175 U.S. mid to large enterprises with revenues from \$25 million to \$5+ billion. In Q1 2022, CYTRIO researched an additional 1,570 companies for CCPA and GDPR DSAR compliance, bringing the total number of U.S. companies researched to 6,745. Results are as of March 31, 2022.

Read more at www.cytrio.com



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