

# Mid-2022 State of CCPA and GDPR Data Privacy Rights Compliance

Conclusion: Exposure to CCPA and GDPR compliance fees remains high



## CCPA vs. GDPR

>9 out of 10

91% of companies not prepared for CCPA.

94% of companies not prepared for GDPR

22% of companies say they need to comply with CCPA and GDPR



## Data privacy rights mechanisms

>50% of companies do not provide consumers mechanisms to exercise their data privacy rights even after acknowledging CCPA compliance importance

## B2B vs. B2C

52% B2B companies who do not provide the above mechanisms versus 47% B2C companies

## Vertical Performance

Business services, Retail and Finance

Most compliant verticals where 55% of companies surveyed come from



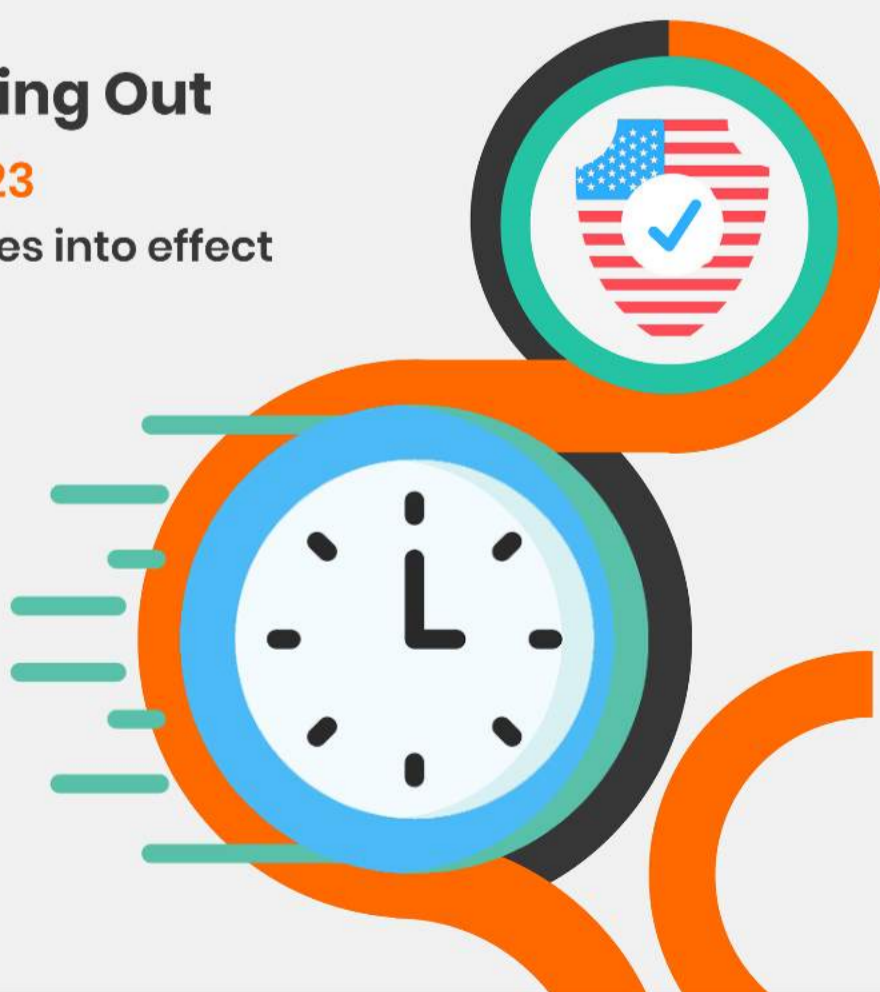
“ The majority of companies that must meet CCPA, CPRA, and GDPR compliance have a long way to go, and with enforcements looming, many are exposed to compliance fines. ”

- Vijay Basani, founder and CEO of CYTRIO

## Time Running Out

January 1, 2023

When CCPA goes into effect



June 2022

Draft release of the federal privacy bill, the American Data Privacy and Protection Act (ADPPA)

During Q2 2022, CYTRIO researched 1,525 companies, bringing the total number of U.S. mid to large companies with revenues from \$25 million to \$5+ billion researched to 8,270 since Q4 2021. Read more at [www.CYTRIO.com](http://www.CYTRIO.com).

CYTRIO's software-as-a-service (SaaS) data privacy compliance management platform helps organizations comply with data privacy regulations such as GDPR, CCPA, CPRA, VCDPA, CPA, and others. The company offers an all-in-one solution built on automation, AI-led data discovery, and automated response workflows. CYTRIO's solutions are simple to deploy, deliver value in the first hour, and do not require dedicated privacy teams to manage.

