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.
84% 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.

BBB vs. B2C
52% BBB 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 came from.

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

– Vijay Ilosani, 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 1,225 companies, bringing the total number of U.S. mail to lobby companies with revenues from $25 million to $50 billion to 8,370 since Q4 2018. Read more at www.cytrio.com.

CYTRIO’s software-as-a-service (SaaS) data privacy compliance management platform helps organizations comply with data privacy regulations such as CCPA, CPRA, VCDPA, GDPR, and others. The company offers a self-service solution for automation, 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.