



6th State of CCPA & CPRA Privacy Rights Compliance Research Report – H1 2023

13.33% non-compliant companies from Q1 2022
moved to manual compliance status in Q2 2023

Publication Date: August 2023

Research Overview

CYTRIO, a data privacy compliance company, is publishing the 6th State of CCPA & CPRA Privacy Rights Compliance Report to understand how well U.S. companies are prepared to meet California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA) DSAR (Data Subject Access Request) compliance requirements. During the first six months of 2023, CYTRIO researched 600 companies to identify trends among those that were either non-compliant or partially compliant (using manual processes) by comparing their compliance status in Q1 2022 to Q2 2023.

We observed 6.67% of companies that were using manual processes in Q1 2022 moved to compliance automation solutions by Q2 2023, while 14.67% of non-compliant companies moved to either automated and manual CCPA/CPRA compliance status. Therefore, companies are slowly moving up the CCPA compliance maturity curve. Lack of active enforcement seems to result in slow movement toward compliance. The results in this research are as of June 30, 2023.



Research Methodology

The research investigated many readiness factors, including review of a company's privacy policy, CCPA and CPRA guidance provided in the company's privacy policy (if any), mechanisms provided when CCPA guidance is mentioned in the privacy policy, among other publicly available information that indicates a company's readiness for CCPA/CPRA DSAR compliance. The research assessed a company's preparedness by considering if a company's privacy policy: (1) has no mention of CCPA (not compliant with CCPA), (2) mentions CCPA and/or CPRA but mechanisms to submit DSARs is rudimentary (e.g., email, telephone only), and (3) redirects CCPA and CPRA DSAR requests to a privacy rights management solution. Privacy rights management solutions provide either automated workflows or automated data discovery plus workflows.



Observation #1 – 6.67% Companies Moved from Manual Compliance to Automated Solutions between Q1 2022 to Q2 2023

CCPA

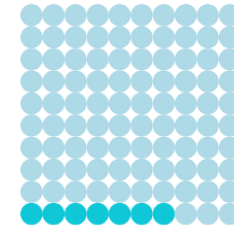
300

Sample Size



20

Compliant (Automation)



6.67%
change

6.67%

Total

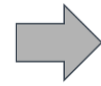
Q1 2022 to Q2 2023 Trends in Manual Compliant Cohort



Observation #2 – 5.33% B2C Companies Moved from Manual Compliance to Automated Solutions between Q1 2022 to Q2 2023

CCPA

150
Sample Size



8
Compliant (Automation)



5.33%
change

5.33%
Total

Q1 2022 to Q2 2023 Trends in Manual Compliant B2C Cohort



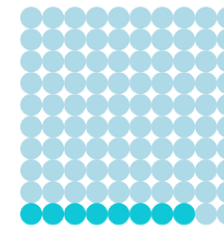
Observation #3 – 8.00% B2B Companies Moved from Manual Compliance to Automated Solutions between Q1 2022 to Q2 2023

CCPA

150
Sample Size



12
Compliant (Automation)



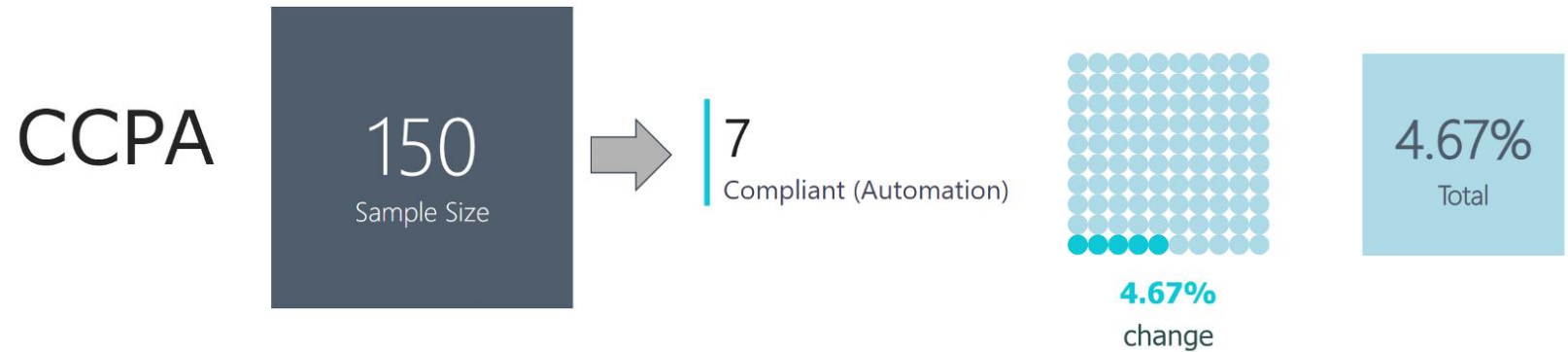
8%
change

8.00%
Total

Q1 2022 to Q2 2023 Trends in Manual Compliant B2B Cohort



Observation #4 – 4.67% of Companies in \$25M to \$100M Revenue Cohort Moved from Manual Compliance to Automated Solutions between Q1 2022 to Q2 2023



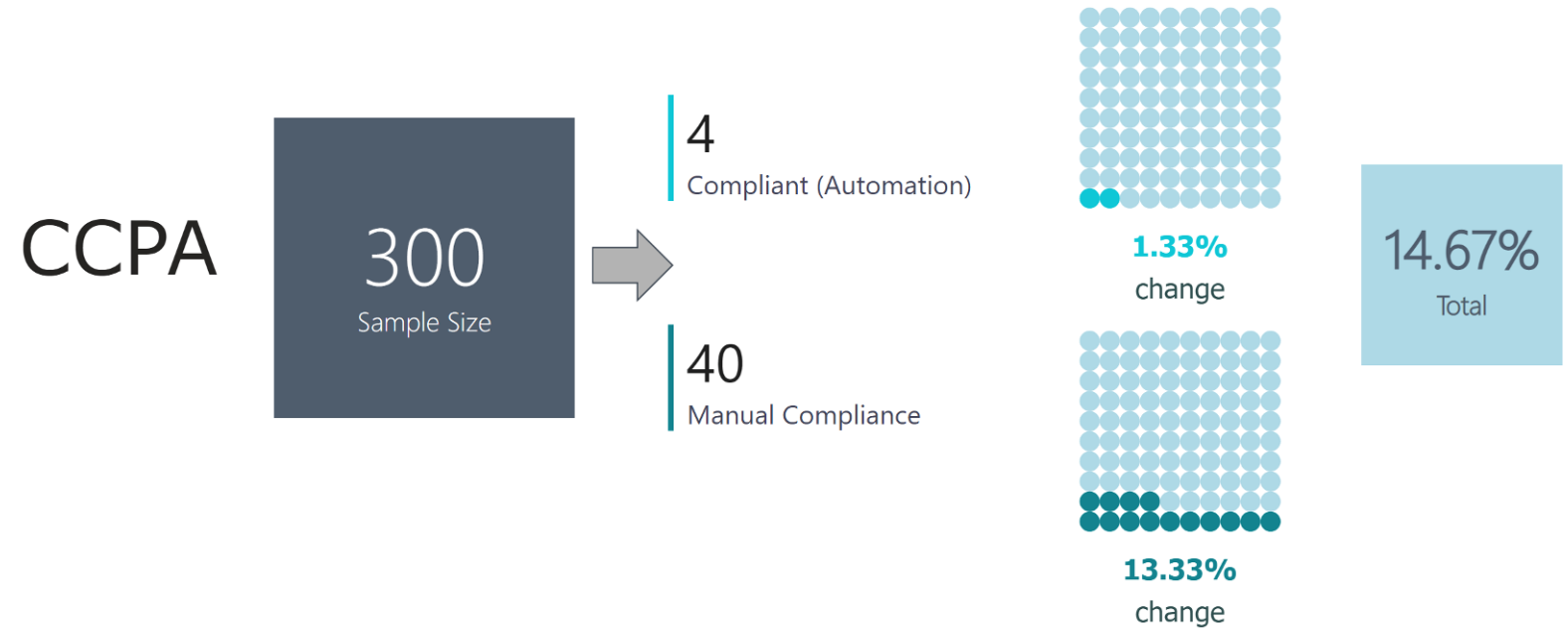
Q1 2022 to Q2 2023 Trends in Manual Compliant B2B - \$25M to \$100M Revenue

Observation #5 – 8.67% of Companies in >\$100M Revenue Cohort Moved from Manual Compliance to Automated Solutions between Q1 2022 to Q2 2023



Q1 2022 to Q2 2023 Trends in Manual Compliant B2B - Over \$100M Revenue

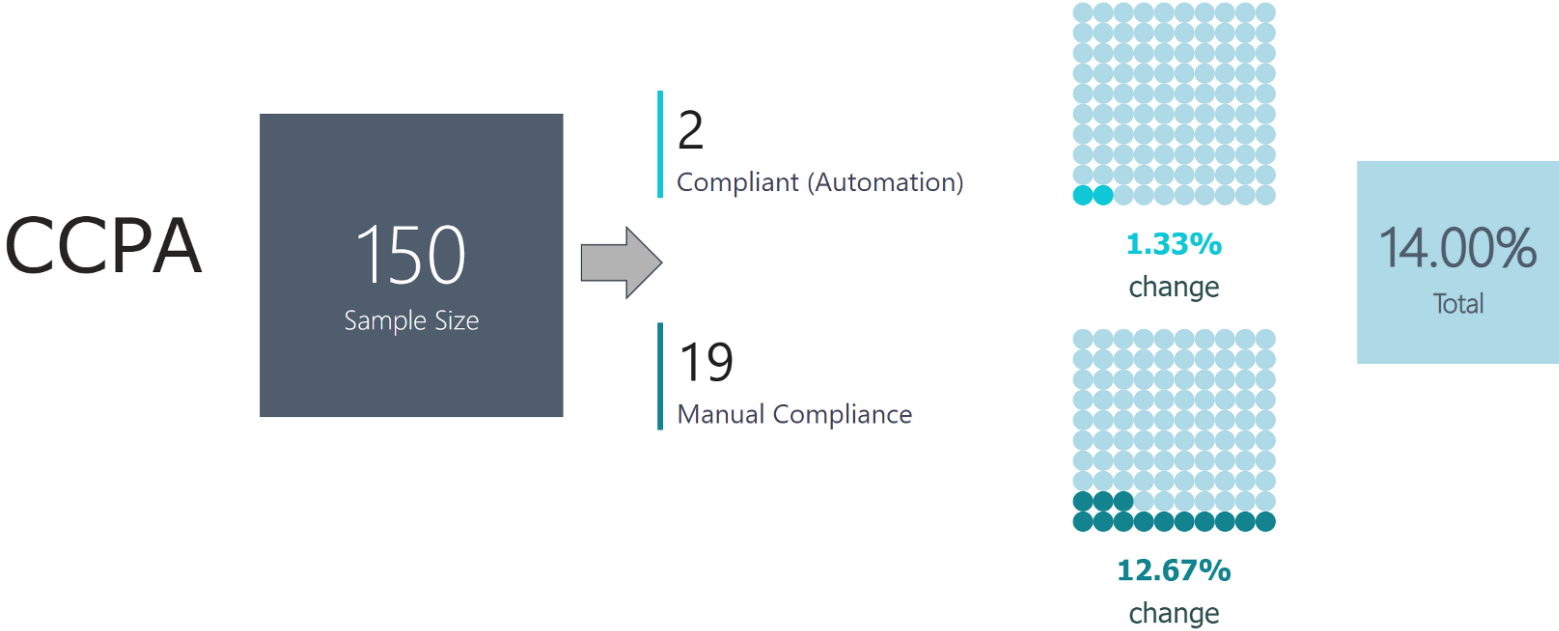
Observation #6 – 13.33% Companies Moved from Non-Compliant to Manual Compliance between Q1 2022 to Q2 2023



Q1 2022 to Q2 2023 Trends in Non-Compliant Cohort



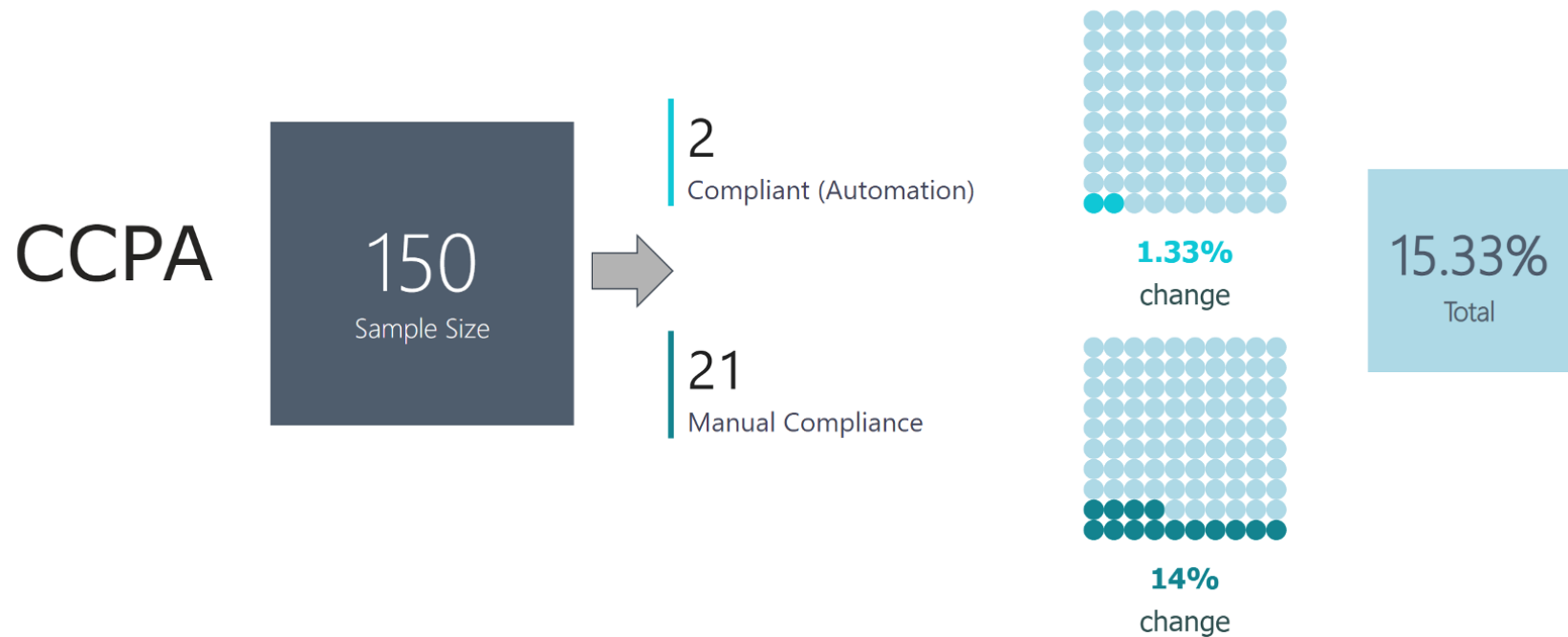
Observation #7 – 12.67% B2C Companies Moved from Non-Compliant to Manual Compliance between Q1 2022 to Q2 2023



Q1 2022 to Q2 2023 Trends in Non-Compliant B2C Cohort



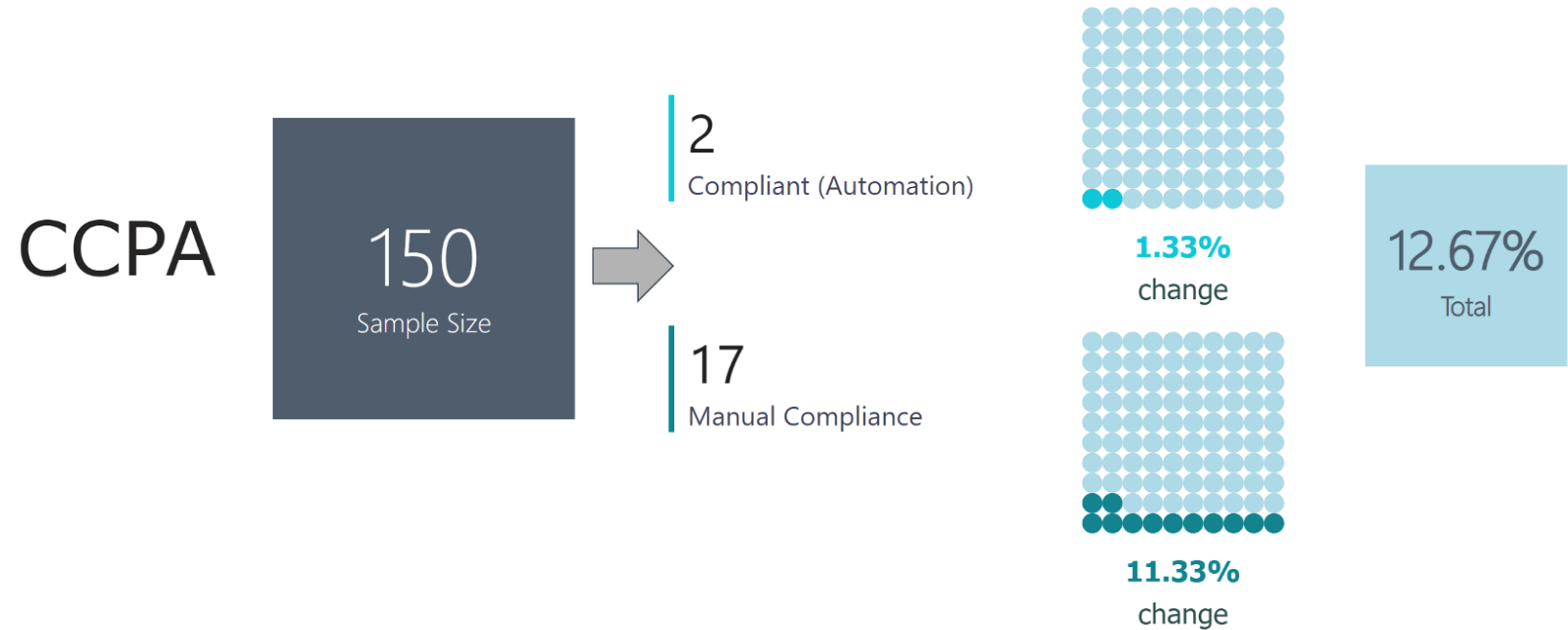
Observation #8 – 14% B2B Companies Moved from Non-Compliant to Manual Compliance between Q1 2022 to Q2 2023



Q1 2022 to Q2 2023 Trends in Non-Compliant B2B Cohort

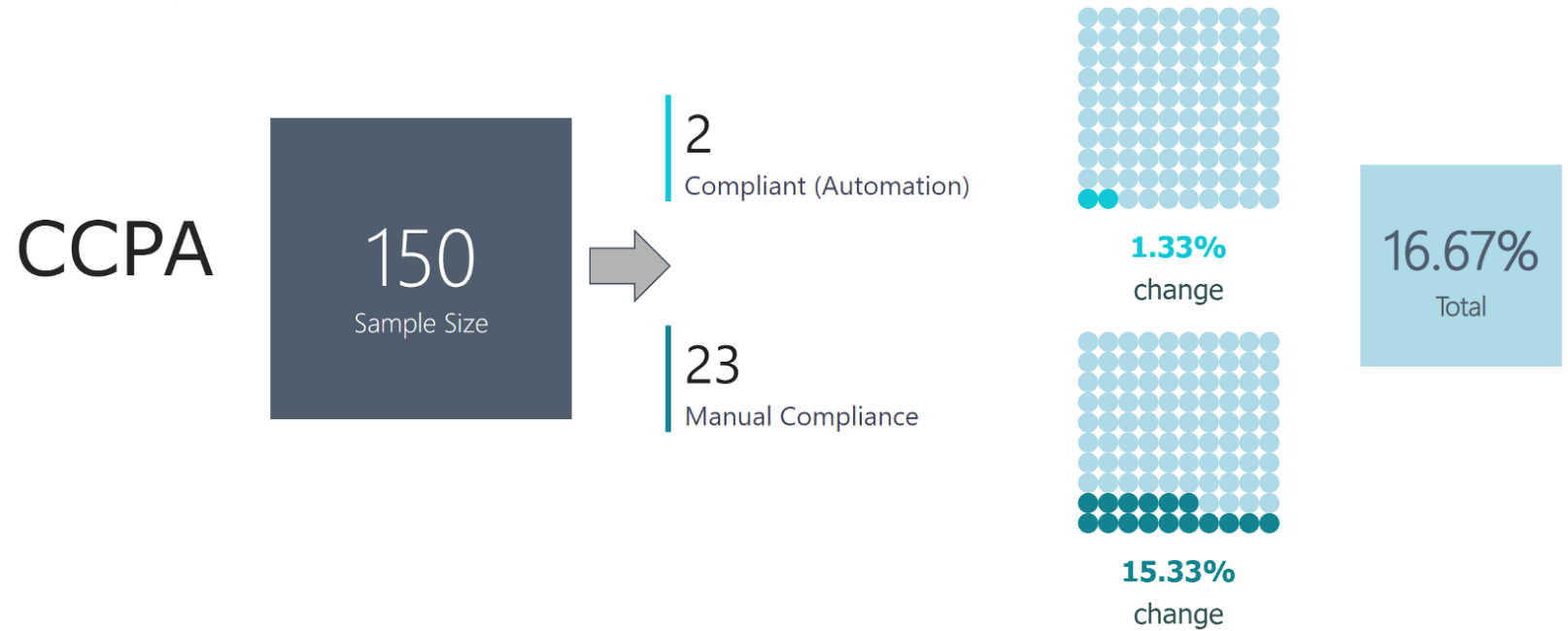


Observation #9 – 11.33% Companies in \$25-\$100M Revenue Cohort Moved from Non-Compliant to Manual Compliance between Q1 2022 to Q2 2023



Q1 2022 to Q2 2023 Trends in Manual Compliant B2B - \$25M to \$100M Revenue

Observation #10 – 15.33% Companies in >\$100M Revenue Cohort Moved from Non-Compliant to Manual Compliance between Q1 2022 to Q2 2023



Q1 2022 to Q2 2023 Trends in Non-Compliant B2B - Over \$100M Revenue

Other Observations

CYTRIO's research found that 13.33% of companies (across all verticals, states, and business size) that were non-compliant in Q1 2022 moved to manual compliance status in Q2 2023 for CCPA/CPRA privacy rights. Q1 2022 to Q2 2023 trend data shows that non-compliant companies are slowly moving up the data privacy maturity curve.

- California AG recently launched a Consumer Privacy Interactive Tool to make it easy for consumers to send notice of non-compliance to companies for failing to post an easy-to-find Do Not Sell My Information link on their website. CA AG intends to expand this tool to cover other consumer rights under CCPA and CPRA.
- Companies need to be aware of numerous changes, including employees' right to exercise data privacy in the more expansive CPRA and enforcement started on July 1, 2023, requiring companies to deploy an effective and scalable CCPA/CPRA.

CYTRIO's Privacy UX platform provides cost-effective Consent and Preference Management and DSAR Intake Portal to help companies comply with CCPA, CPRA, and GDPR. **Sign up for Free** <https://cytrio.com/free-signup/>

To learn how CYTRIO can help with CCPA compliance, visit www.cytrio.com