

CURRENT STATE OF CCPA

Massive State of CCPA Compliance Unpreparedness Exposed in Industry's Largest Survey for Q1 2022

Companies are woefully unprepared for CCPA compliance, especially when it comes to enabling and responding to consumers' data privacy rights



89% of companies are **not** compliant or partially compliant

Only 11% of companies are fully meeting CCPA requirements

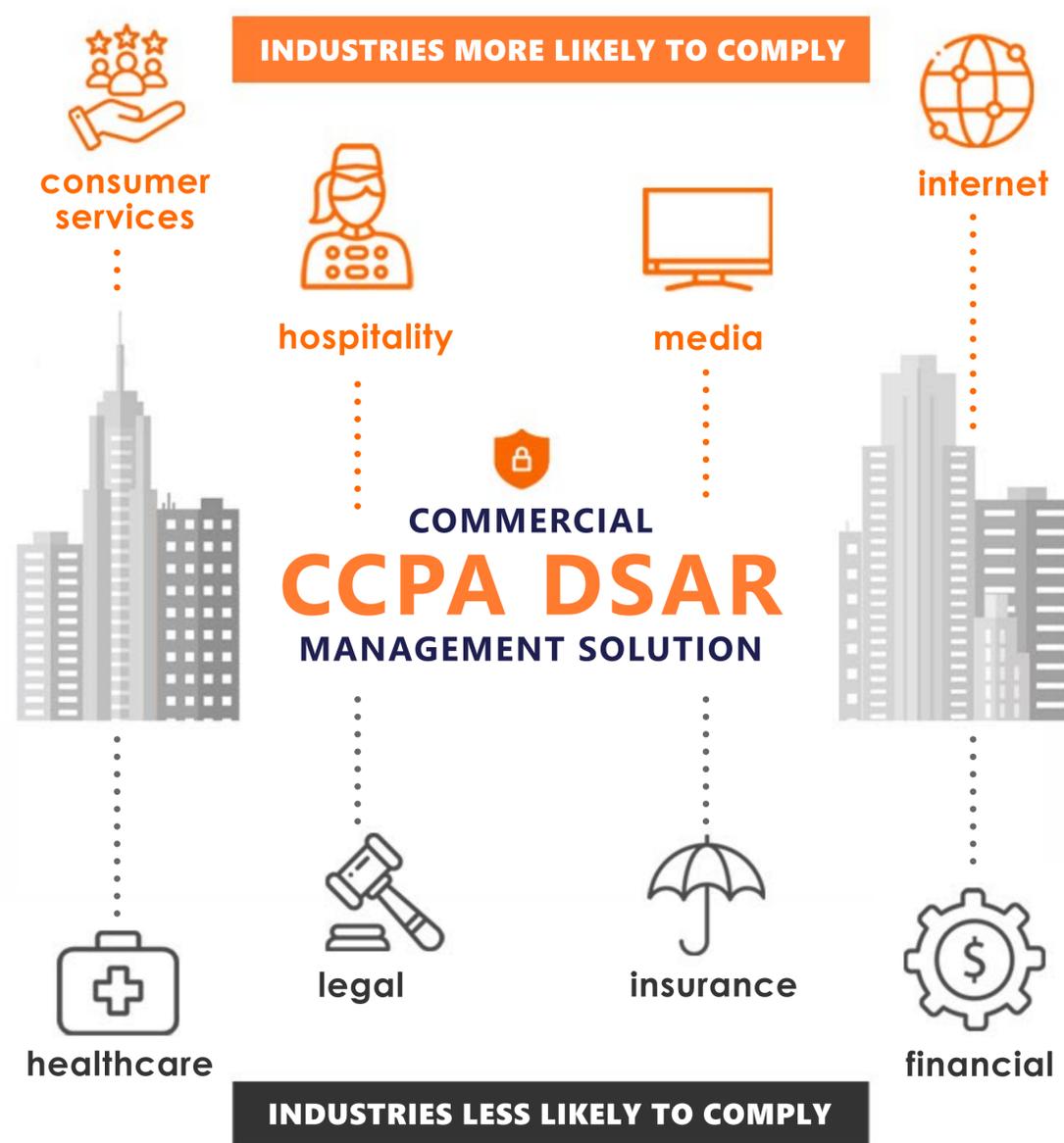
Manual Processes

45% are using **expensive and error prone** home grown manual processes for CCPA DSAR compliance

Nearly half of the companies relied on inefficient and costly manual processes such as email and web forms for submitting and responding to data requests.



Differences Across Industry Verticals



Failed Compliance

Nearly **half** of companies (44.17%) **failed** to meet California Consumer Privacy Act requirements

Companies not providing any mechanism for consumers to exercise their data rights despite stating they needed to comply with CCPA in their privacy policies



Companies from California

CCPA is a California regulation that gives its citizens' control over their personal information

only 15.6% had automation solution

nearly 2/3rds (59.3%) used manual processes

NH companies led the US with 23.5% having DSAR automation management solutions



Sources: The inaugural CYTRIO's State of CCPA Compliance: Q1 2022 report studied 5,175 U.S. mid to large enterprises with revenues above \$25 million. CYTRIO conducted the study over six months, and the results are valid as of Dec. 31, 2021. Read more at www.cytrio.com