

CALIFORNIA CONSUMER PRIVACY ACT REGULATIONS

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PROVIDED AS A COURTESY BY

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information is collected directing consumers to where the opt-out information can be found online.

b. A business that sells personal information that it collects over the phone may inform consumers of their right to opt-out orally during the call when the information is collected.

(c) A business shall include the following in its notice of right to opt-out:

(1) A description of the consumer's right to opt-out of the sale of their personal information by the business;

(2) The interactive form by which the consumer can submit their request to opt-out online, as required by section 999.315, subsection (a), or if the business does not operate a website, the offline method by which the consumer can submit their request to opt-out; and

(3) Instructions for any other method by which the consumer may submit their request to opt-out.

(d) A business does not need to provide a notice of right to opt-out if:

(1) It does not sell personal information; and

(2) It states in its privacy policy that it does not sell personal information.

(e) A business shall not sell the personal information it collected during the time the business did not have a notice of right to opt-out posted unless it obtains the affirmative authorization of the consumer.

(f) Opt-Out Icon.

(1) The following opt-out icon may be used in addition to posting the notice of right to opt-out, but not in lieu of any requirement to post the notice of right to opt-out or a "Do Not Sell My Personal Information" link as required by Civil Code section 1798.135 and these regulations.

[\[Link to Opt-Out Icon\]](#)

regarding the collection, use, disclosure, and sale of personal information and of the rights of consumers regarding their personal information.

(2) The privacy policy shall be designed and presented in a way that is easy to read and understandable to consumers. The policy shall:

- a. Use plain, straightforward language and avoid technical or legal jargon.
- b. Use a format that makes the policy readable, including on smaller screens, if applicable.
- c. Be available in the languages in which the business in its ordinary course provides contracts, disclaimers, sale announcements, and other information to consumers in California.
- d. Be reasonably accessible to consumers with disabilities. For notices provided online, the business shall follow generally recognized industry standards, such as the Web Content Accessibility Guidelines, version 2.1 of June 5, 2018, from the World Wide Web Consortium, incorporated herein by reference. In other contexts, the business shall provide information on how a consumer with a disability may access the policy in an alternative format.
- e. Be available in a format that allows a consumer to print it out as a document.

(b) The privacy policy shall be posted online through a conspicuous link using the word “privacy” on the business's website homepage or on the download or landing page of a mobile application. If the business has a California-specific description of consumers' privacy rights on its website, then the privacy policy shall be included in that description. A business that does not operate a website shall make the privacy policy conspicuously available to consumers. A mobile application may include a link to the privacy policy in the application's settings menu.

(c) The privacy policy shall include the following information:

(1) Right to Know About Personal Information Collected, Disclosed, or Sold.

