

A guide to understanding **YOUR PRIVACY RIGHTS**

Californians' privacy rights were officially established with the passage of the California Consumer Privacy Act (CCPA) in 2018. What are your rights? A simple way to remember them is LOCKED:

L

Limit

Limit a business's use and disclosure of your sensitive personal information to only certain purposes allowed under the law.

O

Opt-out

Opt-out of a business's sale and sharing (for cross-context behavioral advertising) of your personal information.

C

Correct

Correct inaccurate information a business has about you.

K

Know

Know the information the business has collected about you and why they collected, disclosed, sold, or shared it.

E

Equal

Equal treatment by businesses: you can't be discriminated against for exercising your CCPA rights.

D

Delete

Delete personal information businesses and their service providers or contractors have collected from you.



privacy.ca.gov

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