



We record & analyze communications

COMPLIANCE PRIMER - DATA PRIVACY

California Consumer Privacy Act (CCPA)

The California Consumer Privacy Act of 2018 (CCPA) is a state statute intended to enhance privacy rights and consumer protection for residents of the state of California in the United States. The bill gives consumers more control over the personal information that businesses collect about them and the CCPA regulations provide guidance on how to implement the law.



Mitigate Risks with
ASC Technologies' Recording and AI Solutions

Learn more by watching [this short video](#).

California Consumer Privacy Act (CCPA)

Main Purpose

Secures new privacy rights for California consumers:

- The right to know about the personal information a business collects about them and how it is used and shared.
- The right to delete personal information collected from them (with some exceptions).
- The right to opt-out of the sale of their personal information.
- The right to non-discrimination for exercising their CCPA rights.

Who Must Comply

Companies covered by CCPA are as follows:

- With annual gross revenues in excess of \$25 million.
- Those that collect, share, or sell customer information in excess of 50,000 individuals.
- Those with at least 50% of yearly earnings from selling customer data.

How ASC Helps you with Compliance

Aside from compliance regulations set by the CCPA, MiFID II, Dodd-Frank, and PCI DSS, companies also need to comply with data security regulations like the GDPR. ASC's solutions makes sure that companies meet both regulatory requirements. Designed for today's modern communications environments ASC make it secure and easy to comply with the highest data security standards and sets its solutions apart from others.

- AI helps instantly detect potential compliance breaches
- Configurable recording rules, access rights
- Secure and selectable storage & archiving options
- Tenant-specific data encryption / bring your own key
- Approval process for access and replay
- Customizable retention times & secure deletion process
- Audit-log reports

About ASC Technologies

ASC is a worldwide leading provider of software and cloud solutions in the field of omni-channel recording, quality management, and analytics. Among our target groups are all companies that record their communications, especially financial service providers, contact centers, and public safety organizations. We offer solutions for recording as well as AI-based analysis and evaluation of all communications – with full flexibility as a cloud service, on-premise or as a hybrid solution. Headquartered in Germany with subsidiaries in 14 countries and experienced system integration partners in over 60 countries, ASC is the #1 Europe-based player in its industry.



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