

CCPA Compliance Simplified

Methods you can use to accelerate and simplify compliance with the California Consumer Privacy Act (CCPA)



Gartner

COOL VENDOR 2019

Introduction

- California Consumer Privacy Act (CCPA) Overview
- Data Breaches and Penalties
- Methods to Simplify Compliance
- Q&A

Questions throughout – use the chat panel. Email info@baffle.io, harold@baffle.io

CCPA Overview

CCPA Timelines – Key Dates



Is Your Organization Affected?

Applies to for-profit businesses that collect and control California residents' personal information and meet at least one of these thresholds:



\$25 million or greater in annual revenue



Collect personal information of 50,000 or more California residents, households, or devices annually Make 50 percent or greater annual revenue from selling California residents' personal information

*Non-profits and smaller companies won't have to comply.

CCPA Personal Information

- Personal information is defined under the CCPA as "information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household." The definition is broader than the GDPR.
- Provides standard examples that include the following (partial listing):
 - Name
 - Social Security numbers
 - Drivers' license numbers
 - Alias
 - Postal address
 - Email address
 - Passport number
 - Purchase histories
 - "Unique personal identifiers" like device identifiers and online tracking technologies
 - Online identifier Internet Protocol address
 - Biometric information
 - Geolocation data
 - Professional or employment-related information
 - Education information, defined as information that is not publicly available
 - Inferences drawn from any of the information identified in this subdivision to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, preferences, predispositions, behavior, attitudes, intelligence, abilities,
 - and aptitudes

CCPA Personal Information

- The CCPA excludes information that's publicly available, such as property tax data from the government records or otherwise publicly maintained.
- The CCPA also excludes aggregated data, as well as medical or health information collected by a person or entity governed by California's Confidentiality of Medical Information Act or Health Insurance Portability and Accountability Act of 1996 (HIPAA).

Third Party Risks

- Your company is responsible for any third parties that house your data or your customer's data. This could include vendors doing market analysis, billing services, customer service and support.
- This will add more of a burden to perform third party review and risk assessment and will require contract review and revision.

Consumer Rights under CCPA

Right to Know



- What information are you or your 3rd parties collecting about them? What categories of information?
- How that information is being used?
- If information will be shared and with whom

Right to Be Forgotten



- Per consumer request, companies must delete all information about the consumer
- Some exceptions apply, limited analytical use cases, some research scenarios, aggregate data, HIPAA data

Right to Control



- Consumers can opt out of the sale of their information
- Companies must present an option for consumers to opt out
- Consumers cannot be discriminated against for opting out

Data Breaches and Penalties

Data Breaches

- CCPA provides a right of action to individuals for data breach incidents.
- Consumers may sue an organization if it was found that the company was negligent in ensuring that proper cybersecurity safeguards were in place to protect consumer data.
- Consumers may receive between \$100 and \$750 without needing to prove that they were harmed in the data breach.

"Any consumer whose nonencrypted or nonredacted personal information, as defined in subparagraph (A) of paragraph (1) of subdivision (d) of Section 1798.81.5, is subject to an unauthorized access and exfiltration, theft, or disclosure as a result of the business' violation of the duty to implement and maintain reasonable security procedures and practices appropriate to the nature of the information to protect the personal information may institute a civil action..." (Article 1798.150, CCPA 2018)

Penalties and Fines

- \$750 x 10000 consumers = \$7.5 million
- Attorney General can fine companies \$2,500 per violation and \$7,500 per intentional violation. It is still not clear on what will count as a violation.

Methods to Simplify Compliance

CCPA Checklist

- Identify the data that you are collecting and storing and shared with vendors and other third-parties
- Identify all threats to the security of consumer data
- Determine the data breach impact of a data breach and evaluate risk and probability
- Review all company policies and procedures individually and assess whether they must be updated to comply with CCPA
- Review and update privacy policies to comply with the disclosure requirements of the CCPA, such as to disclose consumers of their right to opt out of the sale of their data
- Assess whether consumer data is being collected in a compliant manner
- Implement data-centric protection methods
- Create processes to address when consumers exercise any of their rights, such as the right to be forgotten
- Train staff on the importance of data protection and consumer rights

Data-Centric Protection to Comply with CCPA

You need to implement the correct technical controls to secure the data.

2 All encryption does not actually protect at the data level.

Key Benefits of Data-Centric Protection

- Protects the actual consumer data values
- Addresses encryption and redaction of data
- Easily enables the "Right to Be Forgotten"
- Requires no application code changes or architecture modifications

Non-Data-Centric Protection TDE

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2	Office Supplies	Houston	United States	DP-13000	Darren Powers	2013-01-03	CA-2011-103800	OFF-PA-10000174	Message Book, Wirebound, Four 5 1/2\ X 4\ Forms	Central	Consumer	
3	Office Supplies	Naperville	United States	PO-19195	Phillina Ober	2013-01-04	CA-2011-112326	OFF-BI-10004094	GBC Standard Plastic Binding Systems Combs	Central	Home Office	
4	Office Supplies	Naperville	United States	PO-19195	Phillina Ober	2013-01-04	CA-2011-112326	OFF-LA-10003223	Avery 508	Central	Home Office	
5	Office Supplies	Naperville	United States	PO-19195	Phillina Ober	2013-01-04	CA-2011-112326	OFF-ST-10002743	SAFCO Boltless Steel Shelving	Central	Home Office	
6	Office Supplies	Philadelphia	United States	MB-18085	Mick Brown	2013-01-05	CA-2011-141817	OFF-AR-10003478	Avery Hi-Liter EverBold Pen Style Fluorescent Highlig	East	Consumer	
7	Office Supplies	Athens	United States	JO-15145	Jack OBriant	2013-01-06	CA-2011-106054	OFF-AR-10002399	Dixon Prang Watercolor Pencils, 10-Color Set with Br	South	Corporate	
8	Office Supplies	Los Angeles	United States	LS-17230	Lycoris Saunders	2013-01-06	CA-2011-130813	OFF-PA-10002005	Xerox 225	West	Consumer	
9	Fumiture	Henderson	United States	ME-17320	Maria Etezadi	2013-01-06	CA-2011-167199	FUR-CH-10004063	Global Deluxe High-Back Managers Chair	South	Home Office	
10	Office Supplies	Henderson	United States	ME-17320	Maria Etezadi	2013-01-06	CA-2011-167199	OFF-AR-10001662	Rogers Handheld Barrel Pencil Sharpener	South	Home Office	
11	Office Supplies	Henderson	United States	ME-17320	Maria Etezadi	2013-01-06	CA-2011-167199	OFF-BI-10004632	Ibico Hi-Tech Manual Binding System	South	Home Office	
12	Office Supplies	Henderson	United States	ME-17320	Maria Etezadi	2013-01-06	CA-2011-167199	OFF-FA-10001883	Alliance Super-Size Bands, Assorted Sizes	South	Home Office	
13	Office Supplies	Henderson	United States	ME-17320	Maria Etezadi	2013-01-06	CA-2011-167199	OFF-PA-10000955	Southworth 25% Cotton Granite Paper & Envelopes	South	Home Office	
14	Technology	Henderson	United States	ME-17320	Maria Etezadi	2013-01-06	CA-2011-167199	TEC-PH-10004977	GE 30524EE4	South	Home Office	
15	Technology	Henderson	United States	ME-17320	Maria Etezadi	2013-01-06	CA-2011-167199	TEC-PH-10004539	Wireless Extenders zBoost YX545 SOHO Signal Boos	South	Home Office	
16	Fumiture	Huntsville	United States	VS-21820	Vivek Sundaresam	2013-01-07	CA-2011-105417	FUR-FU-10004864	Howard Miller 14-1/2\ Diameter Chrome Round Wall	Central	Consumer	
17	Office Supplies	Huntsville	United States	VS-21820	Vivek Sundaresam	2013-01-07	CA-2011-105417	OFF-BI-10003708	Acco Four Pocket Poly Ring Binder with Label Holder	Central	Consumer	
18	Office Supplies	Laredo	United States	MS-17830	Melanie Seite	2013-01-09	CA-2011-135405	OFF-AR-10004078	Newell 312	Central	Consumer	
19	Technology	Laredo	United States	MS-17830	Melanie Seite	2013-01-09	CA-2011-135405	TEC-AC-10001266	Memorex Micro Travel Drive 8 GB	Central	Consumer	
20	Fumiture	Springfield	United States	AJ-10780	Anthony Jacobs	2013-01-10	CA-2011-149020	FUR-FU-10000965	Howard Miller 11-1/2\ Diameter Ridgewood Wall Clock	South	Corporate	
21	Offina Sunnliae	Springfield	I Initad States	A 1.10790	Anthony Iscohe	2013.01.10	C4.2011.1/19020	OFEJ 4.10004272	Auan 197	South	Comorate	
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- Does nothing to protect against a modern day hack or breach
- Example: Marriott was running TDE
- Anyone with access to the database sees the data in the clear
- Data in logs are in the clear
- Data in search indices are in the clear
- Data in memory are in the clear
- An attacker gaining access to the system laterally will see the data in the clear
- The encryption key is stored on the DB to decrypt all the data
- Poor key rotation support that may incur downtime
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Data-Centric Encryption Method

Data-Centric Encryption

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2	Office Supplies	0xBEBEBEBC000000A709090B189C1A6752F093FC381A8DA3A	United States	DP-13000	0xBEBEBEBC00000	0A7090FA8FCB6ACBF0C1E7A6872D27C4A	2013-01-03	CA-2011-103800	OF
3	Office Supplies	0xBEBEBEBC000000A7090C29E04193AFAD108F50D47D14E8F	United States	PO-19195	0xBEBEBEBC00000	0A7090F1C9F35E68739DFB75AB72EA309D	2013-01-04	CA-2011-112326	OF
4	Office Supplies	0xBEBEBEBC000000A7090C1878D7D34D95C50F58880B887BE	United States	PO-19195	0xBEBEBEBC00000	0A7090FA864D515FEE149CF5B70F11E48C	2013-01-04	CA-2011-112326	OF
5	Office Supplies	0xBEBEBEBC000000A7090CB5B7259358D58AC19D3ACC4ABE	United States	PO-19195	0xBEBEBEBC00000	0A7090F9AC257B24612CBB0F31CD8EC54A	2013-01-04	CA-2011-112326	OF
6	Office Supplies	0xBEBEBEBC000000A7090E369E25B90558CDF6BD8C3BE3B1	United States	MB-18085	0xBEBEBEBC00000	0A7090C17D042E94E74C0F1691B83C5D2A	2013-01-05	CA-2011-141817	OF
7	Office Supplies	0xBEBEBEBC000000A70908095FEF2FDDD268B3B1477686F37	United States	JO-15145	0xBEBEBEBC00000	0A7090EB44ECB81FCFF5A3C7AF41EC9FD	2013-01-06	CA-2011-106054	OF
8	Office Supplies	0xBEBEBEBC000000A7090DC9542FA684A00D74C22395D19FC	United States	LS-17230	0xBEBEBEBC00000	0A7091222671CE68AD9F645212899995001	2013-01-06	CA-2011-130813	OF
9	Fumiture	0xBEBEBEBC000000A7090BF1F389F0D61346728CB26B4871C4	United States	ME-17320	0xBEBEBEBC00000	0A7090FE0CA1584213DF43BC68A6D54421	2013-01-06	CA-2011-167199	FU
10	Office Supplies	0xBEBEBEBC000000A7090B5F1622176E4E03E995E71419713B	United States	ME-17320	0xBEBEBEBC00000	0A7090F8BB187403A6A91DB21B28A5F813	2013-01-06	CA-2011-167199	OF
11	Office Supplies	0xBEBEBEBC000000A7090BC28AAE948320E9E1D25C9B590C4	United States	ME-17320	0xBEBEBEBC00000	0A7090F7C8616861DC5F9E41A910BDCFB3	2013-01-06	CA-2011-167199	OF
12	Office Supplies	0xBEBEBEBC000000A7090B849CF4847BBCB21FE18CE952C48	United States	ME-17320	0xBEBEBEBC00000	0A7090FE8118CB41CF76AE2F20FE3BDB8B	2013-01-06	CA-2011-167199	OF
13	Office Supplies	0xBEBEBEBC000000A7090B3C447B8F068BE63089636D4A85C	United States	ME-17320	0xBEBEBEBC00000	0A7090F7D2B1490F465823F0F83BACF050	2013-01-06	CA-2011-167199	OF
14	Technology	0xBEBEBEBC000000A7090BBE99635BDE1698187DFD128BFE3	United States	ME-17320	0xBEBEBEBC00000	0A7090FAC20070FAE9E0E1676982A9FDB8	2013-01-06	CA-2011-167199	TE
15	Technology	0xBEBEBEBC000000A7090B6448E8F919A2C813928D56D150F7	United States	ME-17320	0xBEBEBEBC00000	0A7090F086701BC38A4C24A9D0BD8CB769	2013-01-06	CA-2011-167199	TE
16	Furniture	0xBEBEBEBC000000A7090C457BBBA28D43223C88A6A24F35B	United States	VS-21820	0xBEBEBEBC00000	0A70912172C88FA17C805AD78205F8EC1A	2013-01-07	CA-2011-105417	FU
17	Office Supplies	0xBEBEBEBC000000A7090C906337B67DFB41F9C01DA4E7440	United States	VS-21820	0xBEBEBEBC00000	0A70912EDE6A96B06B44415F39E1E6107A	2013-01-07	CA-2011-105417	OF
18	Office Supplies	0xBEBEBEBC000000A70908BFB039AAAD20A9A9F553342F9E8	United States	MS-17830	0xBEBEBEBC00000	0A7090FBA9A2B6A42A181212777FF0A62F	2013-01-09	CA-2011-135405	OF
19	Technology	0xBEBEBEBC000000A7090873B698E5B80B33D43447D896233	United States	MS-17830	0xBEBEBEBC00000	0A7090F5B270914D247FB3AD3DD3199A72	2013-01-09	CA-2011-135405	TE
20	Furniture	0xBEBEBEBC000000A7090D7D5B0BC3F46F13E59490170F094	United States	AJ-10780	0xBEBEBEBC00000	0A70910B5541011C4878E71807877811F63	2013-01-10	CA-2011-149020	FU
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- Privileged users and insiders with access to the system sees the data encrypted
- Attackers accessing the system laterally through the network see encrypted data
- Data in logs are encrypted •
- Data is memory are encrypted
- Data in search indices are encrypted

- Supports key rotation and multiple key versions
- Encryption keys are not stored on the database
- Supports data shredding for compliance with privacy regulations

Data-Centric Masking and Redaction

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	category	city	country	customerid	customername	orderdate	orderid	productid	productname
1	Office Supplies	*CONFIDENTIAL*	United States	DP-13000	Darren Powers	2013-01-03	XX-XXXX-XX3800	OFF-PA-10000174	Message Book, Wirebound, Four 5 1/2 $\$ X 4 $\$ Fo
2	Office Supplies	*CONFIDENTIAL*	United States	DP-13000	Darren Powers	2013-01-03	XX-XXXX-XX3800	OFF-PA-10000174	Message Book, Wirebound, Four 5 1/2\ X 4\ Fc
3	Office Supplies	*CONFIDENTIAL*	United States	DP-13000	Darren Powers	2013-01-03	XX-XXXX-XX3800	OFF-PA-10000174	Message Book, Wirebound, Four 5 1/2\ X 4\ Fo
4	Office Supplies	*CONFIDENTIAL*	United States	DP-13000	Darren Powers	2013-01-03	XX-XXX-XX3800	OFF-PA-10000174	Message Book, Wirebound, Four 5 1/2 $\$ X 4 $\$ Fo
5	Office Supplies	*CONFIDENTIAL*	United States	PO-19195	Phillina Ober	2013-01-04	XX-XXXX-XX2326	OFF-BI-10004094	GBC Standard Plastic Binding Systems Combs
6	Office Supplies	*CONFIDENTIAL*	United States	PO-19195	Phillina Ober	2013-01-04	XX-XXXX-XX2326	OFF-LA-10003223	Avery 508
7	Office Supplies	*CONFIDENTIAL*	United States	PO-19195	Phillina Ober	2013-01-04	XX-XXXX-XX2326	OFF-ST-10002743	SAFCO Boltless Steel Shelving
8	Office Supplies	*CONFIDENTIAL*	United States	MB-18085	Mick Brown	2013-01-05	XX-XXXX-XX1817	OFF-AR-10003478	Avery Hi-Liter EverBold Pen Style Fluorescent Hig
9	Office Supplies	*CONFIDENTIAL*	United States	JO-15145	Jack OBriant	2013-01-06	XX-XXXX-XX6054	OFF-AR-10002399	Dixon Prang Watercolor Pencils, 10-Color Set with
10	Office Supplies	*CONFIDENTIAL*	United States	LS-17230	Lycoris Saunders	2013-01-06	XX-XXXX-XX0813	OFF-PA-10002005	Xerox 225
11	Furniture	*CONFIDENTIAL*	United States	ME-17320	Maria Etezadi	2013-01-06	XX-XXXX-XX7199	FUR-CH-10004063	Global Deluxe High-Back Managers Chair
12	Office Supplies	*CONFIDENTIAL*	United States	ME-17320	Maria Etezadi	2013-01-06	XX-XXXX-XX7199	OFF-AR-10001662	Rogers Handheld Barrel Pencil Sharpener
13	Office Supplies	*CONFIDENTIAL*	United States	ME-17320	Maria Etezadi	2013-01-06	XX-XXXX-XX7199	OFF-BI-10004632	Ibico Hi-Tech Manual Binding System
14	Office Supplies	*CONFIDENTIAL*	United States	ME-17320	Maria Etezadi	2013-01-06	XX-XXXX-XX7199	OFF-FA-10001883	Alliance Super-Size Bands, Assorted Sizes
15	Office Supplies	*CONFIDENTIAL*	United States	ME-17320	Maria Etezadi	2013-01-06	XX-XXXX-XX7199	OFF-PA-10000955	Southworth 25% Cotton Granite Paper & Envelope
16	Technology	*CONFIDENTIAL*	United States	ME-17320	Maria Etezadi	2013-01-06	XX-XXXX-XX7199	TEC-PH-10004977	GE 30524EE4
17	Technology	*CONFIDENTIAL*	United States	ME-17320	Maria Etezadi	2013-01-06	XX-XXXX-XX7199	TEC-PH-10004539	Wireless Extenders zBoost YX545 SOHO Signal E
18	Furniture	*CONFIDENTIAL*	United States	VS-21820	Vivek Sundare	2013-01-07	XX-XXXX-XX5417	FUR-FU-10004864	Howard Miller 14-1/2\ Diameter Chrome Round \
19	Office Supplies	*CONFIDENTIAL*	United States	VS-21820	Vivek Sundare	2013-01-07	XX-XXXX-XX5417	OFF-BI-10003708	Acco Four Pocket Poly Ring Binder with Label Ho
20	Office Supplies	*CONFIDENTIAL*	United States	MS-17830	Melanie Seite	2013-01-09	XX-XXXX-XX5405	OFF-AR-10004078	Newell 312
21	Technology	*CONFIDENTIAL*	United States	MS-17830	Melanie Seite	2013-01-09	XX-XXXX-XX5405	TEC-AC-10001266	Memorex Micro Travel Drive 8 GB
22	Furniture	*CONFIDENTIAL*	United States	AJ-10780	Anthony Jacobs	2013-01-10	XX-XXX-XX9020	FUR-FU-10000965	Howard Miller 11-1/2\ Diameter Ridgewood Wall
23	Office Supplies	*CONFIDENTIAL*	United States	AJ-10780	Anthony Jacobs	2013-01-10	XX-XXXX-XX9020	OFF-LA-10004272	Avery 482
24	Furniture	*CONFIDENTIAL*	United States	SV-20365	Seth Vernon	2013-01-11	XX-XXXX-XX0092	FUR-FU-10000010	DAX Value U-Channel Document Frames, Easel E

Enabling Consumer Right of Revocation



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- Support billions of key mappings at the record level
- Enables data shredding and "right to be forgotten" per data owner
- Selective data masking for different data owners

Data-Centric Record Level Encryption

- Deployed with large-scale SaaS providers supporting over 5 billion records
- Over a dozen PoCs in progress with SaaS providers

workíva

"Customers are demanding support for Bring Your Own Key (BYOK) to enable ownership of their encryption key material and have control over their data with revocation rights. Workiva is building AWS KMS key management into the core of our platform, where customers can bring in encryption key material and manage it, and then use those keys in conjunction with Baffle.

The joint solution requires no large-scale architectural overhauls or application changes, and dedicated databases per tenant. As a result, development time is instead being spent adding even higher value add enhancements instead of modifying the architecture and application, and Baffle allows us to execute on that vision."

Customer Owned CMK Support - Overview



Privacy Preserving Analytics

use case 3rd Party Data Access Control



Vendor 1





Companies better control access to data enable a centralized informational model









Key Benefits

- Organizations can control and minimize data sharing via a centralized data model
- Rather than spend time vetting 3rd parties via questionnaires and then giving the your data, allow them to securely integrate into your centralized data management structure
- Achieve the benefits of sourcing specific operations, without compromising your security posture



USE CASE Anonymized Threat Intel Sharing



ABC Holdings





Companies use a shared data store with IOCs and TLP controls for sharing and analytics

Key Benefits

- Participating organizations encrypt threat intel before sending to a shared repository
- Threat intel application can analyze encrypted data from all organizations and generate valuable insights to benefit all participants

XYZ Bank







Q & A

Events and Resources

ITGRCForum: Critical Steps to Manage CCPA Compliance and Risk,

December 17, 2019



Critical Steps to Manage CCPA Compliance and Risk in 2020



Book a meeting: info@baffle.io

Events and Resources

ALE Simplified White Paper

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Privacy Preserving Analytics



https://baffle.io/simplifying-encryption

https://baffle.io/gartner-cool-vendor

Thank You!

harold@baffle.io