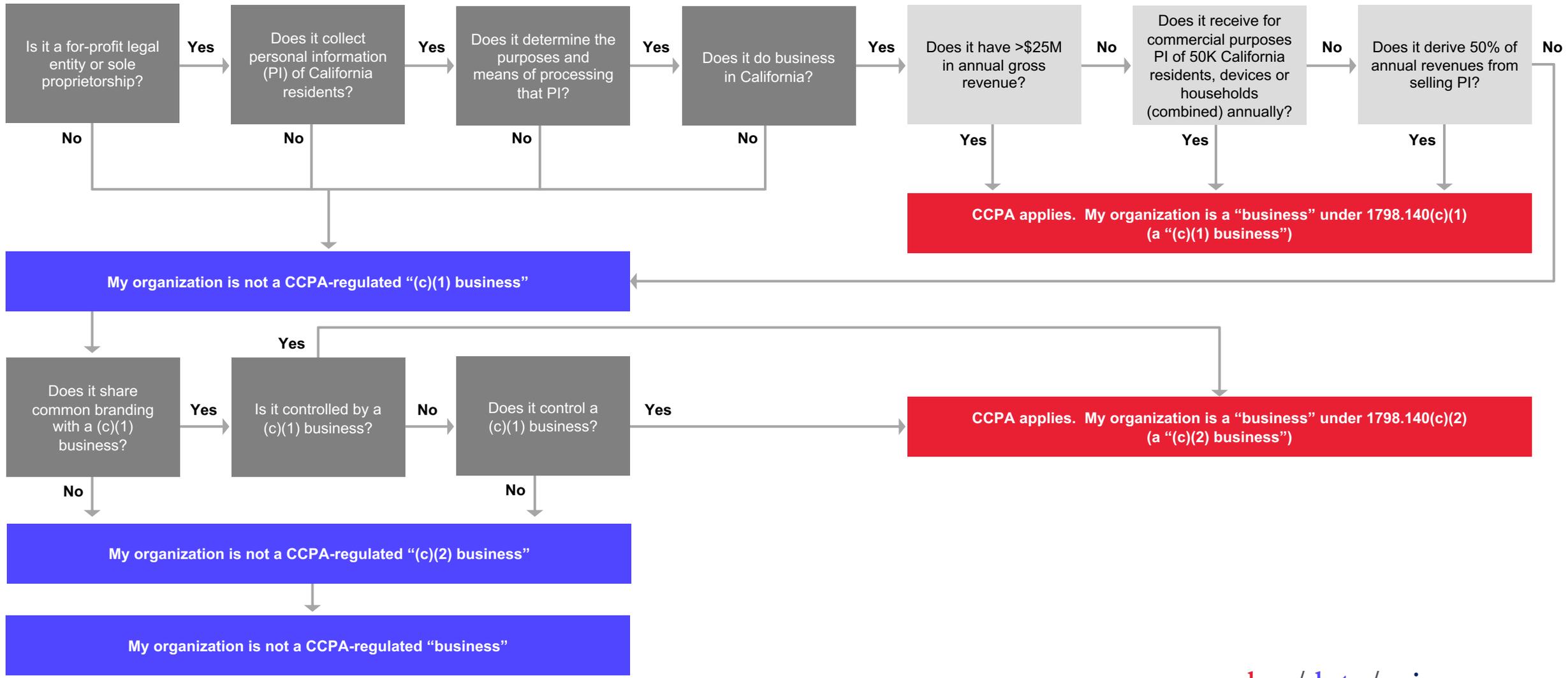


Does CCPA apply to my organization?



Key concepts and definitions

- **Personal information** or **PI** includes any information that identifies, relates to, or is reasonably capable of being associated with a California resident or household. Encompasses a broad scope of information, including IP addresses, device IDs, cookie IDs and a long list of other identifiers. See 1798.140(o) for the full definition of “personal information”.
- You **determine the purposes and means of processing of PI** if you decide what to do with it, but not if you are merely a service provider to a business and are contractually prohibited from using PI for any purpose other than to provide a service to that business.
- You **sell** PI if you disclose it or make it available to another party for monetary or other valuable consideration (i.e., almost anything of value, even a promise to do something). This is a broad definition that catches many PI transfers not conventionally thought of as sales (e.g., allowing advertising companies to track your online audience with cookies or similar technologies). See 1798.140(t) for the full definition of “sale” and some limited exemptions.
- **Control** or **controlled** means ownership of, or the power to vote, more than 50 percent of the outstanding shares of any class of voting security of a business; control in any manner over the election of a majority of the directors, or of individuals exercising similar functions; or the power to exercise a controlling influence over the management of a company.
- **Common branding** means a shared name, servicemark, or trademark.

Last updated 10/10/2019. This is a high-level summary and not a comprehensive description of the CCPA's scope.