

STRONGKEY

CCPA COMPLIANCE USING FIDO2 + TOKENIZATION

UNPRECEDENTED COMPLIANCE AT AN AFFORDABLE PRICE

CCPA FACTS

- ▶ Enforcement went into effect as of July 1st, 2020
- ▶ Fines can cost up to \$750 per record per incident, or actual damages, whichever is higher
- ▶ Failing to comply after citation can cost up to \$7,500 for intentional negligence

STRONGKEY FACTS

- ▶ StrongKey has been helping customers with compliance requirements on six continents for over a decade
- ▶ Our open-source model and flat pricing means affordable security
- ▶ Customers integrate our security into applications in as quickly as 15 minutes
- ▶ StrongKey provides dedicated hardware for the strongest security—both on-prem and in the cloud

WHAT IS CCPA?

The California Consumer Privacy Act (**CCPA**), enacted in 2018, creates new consumer rights relating to the access to, deletion of, and sharing of personal information collected by businesses.

The new regulation comes as a response to the increased role of personal data in contemporary business practices and the personal privacy implications surrounding the collection, use, and protection of personally identifiable information (PII).

The regulation went into effect January 1st, 2020. Enforcement began July 1st, 2020, with fines levied per record compromised; with data breaches tallying millions, if not billions of individual records, \$150 per record generates some alarming sums.

WHO NEEDS TO COMPLY WITH CCPA?

Businesses are subject to the CCPA first and foremost if they have customers in California. Furthermore, if gross annual revenue exceeds \$25M; if a business buys, receives, or sells personal information of 50,000+ consumers, households, or devices; or if a company derives 50% or more of annual revenue from the sale of consumer's personal information, they are answerable to the CA Attorney General for CCPA compliance.

HOW STRONGKEY HELPS CCPA COMPLIANCE

- ▶ **Tokenization + Encryption:** Tokenization replaces PII with a meaningless token, revealing real PII only in a secure session. Stolen tokens are useless to bad actors.
- ▶ **Verifiable Consumer Requests:** [StrongKey FIDO2 Server](#) guarantees user identity with security named the highest possible for authentication available today by NIST.
- ▶ **Digital Signatures:** Confidentiality, Integrity, and Authenticity (CIA) is maintained in transit for every single transaction.
- ▶ **Privacy by Design:** StrongKey solutions are designed to maximize your choices and minimize vulnerabilities; nothing locked in, and you control your keys.

Visit the [CCPA Homepage](#) or check out the [CA-SB-1121 bill](#).



STRONGKEY

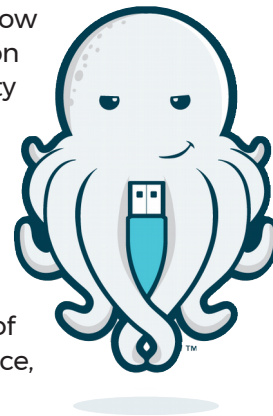
DEMYSTIFYING CCPA

Legalese is a drag. To make life simpler, here's a summary of the articles we address for CCPA compliance, and how we solve for them:

CONCEPT	ARTICLE	WHY IT MATTERS	STRONGKEY'S SOLUTION
Verifiable Consumer Request; Protect against Alteration of Data	1798.100 1798.105 1798.110 1798.115 1798.120 1798.130	Bad actors impersonate consumers to use, alter, delete their info or to discredit the consumer. Companies often use data without consumer awareness.	StrongKey FIDO2 Server authenticates users with standards higher than the U.S. Department of Defense, is supported by most browsers, and works through almost any phone. It guarantees you are who you say you are.
Encryption, Tokenization; Protect against Alteration of Data	1798.150	Unprotected data, if stolen, incurs fines <i>per record stolen</i> , not to mention it can now be sold on the Dark Web	Data encrypted and tokenized at the application level is useless to thieves, and cannot be used to reidentify anyone based on personally identifiable information (PII)

ABOUT STRONGKEY

StrongKey makes data breaches irrelevant by redefining how businesses and government agencies secure their information against the inevitability of a breach. While other security companies focus on protecting the perimeter, StrongKey secures the core through strong authentication, encryption, digital signatures, and hardware-backed key management—keeping the core safe even with an attacker on the network. Based in Silicon Valley, CA and Durham, NC, StrongKey has provided cryptographic security solutions for over 19 years and is globally trusted in mission-critical business operations by some of the largest companies in payment processing, e-commerce, healthcare, and finance.



Get more information at www.strongkey.com.

StrongKey

Durham, NC & Cupertino, CA

Phone: +1 408-331-2000 | E-mail: getsecure@strongkey.com | Web: strongkey.com

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