




# ACXIOM ENTERPRISE CONSUMER COMPLIANCE



As enforcement of the California Consumer Privacy Act (CCPA) nears, brands find complying with the CCPA regulations a much more complex task than expected.

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- Have you determined how the law will be interpreted for your business and what adjustments to your technology infrastructure are needed?**
  - Do you have a mechanism to authenticate the identity of consumers requesting access?**
  - Have you identified the data you must report to meet your regulatory obligations?**
  - Can you assemble all the data you've collected, sold or disclosed to ensure accurate reporting?**
  - Will you be able to efficiently respond to reporting requests?**

With consumer data spread across multiple internal and external systems, extracting and tagging it is made even more complex by the fact that not all data in these systems must be included in regulatory reporting. Additionally, there is no straightforward way to integrate, categorize and report on that data without building access to every system across the enterprise.

Acxiom's Enterprise Consumer Compliance delivers a combination of services to enable swift and efficient processing of your data in order to produce the required information in a format that makes it easy for you to produce responses to CCPA requests from consumers.

## Acxiom's Enterprise Consumer Compliance Suite of Offerings

### Consumer Compliance Consulting

- 1-hour overview
- ½-day workshop
- Strategic engagement

### Consumer Compliance Reporting

- Data tagging, repository build, report production, opt-out and delete enablement

### Identity Assurance

- Knowledge-based authentication and multi-factor verification of consumer identity for access requests
- Quickly and easily integrates into existing platforms

### Identity Management

- Resolves versions of PII and/or multiple identifiers to a common identifier to ensure compliance across operational and marketing views

### Custom Delivery Services

- Enhance standard offering to meet client custom applications
- Send deletes for internal systems processing

## CCPA Readiness and Data Assessment—*Assess readiness and develop a comprehensive plan*



Acxiom's in-depth, multi-week interactive consulting engagement provides an assessment of a brand's CCPA readiness and helps them develop a more comprehensive plan for complying with the law. Deliverables can include a detailed data workflow, an assessment and checklist for getting started, implementation planning, and decision points based on checklist review, privacy policy review and a summation of client-specific recommendations. Options are also available for a one-hour overview and a half-day workshop.

## Consumer Compliance Reporting—*Respond to consumer access requests*



Acxiom's Consumer Compliance Reporting provides a method to store all or any portion of a company's data required for regulatory compliance. It provides a way to categorize, compile, and produce a JSON data file for use in downstream report production as the law requires. The solution is adaptable based on the data and how the company interprets its regulatory obligations for reporting.

## Acxiom Identity Assurance—*Verify and authenticate consumer identity*



Businesses have a responsibility to ensure consumers making an access request are who they say they are. Working with Acxiom, businesses can be confident the claimed identity is a real identity through knowledge-based authentication, one-time passcode generation and other multi-factor methods designed to reliably confirm consumers' identities. Additionally, businesses can compare consumer information to a reference set of information to receive a verification score that reinforces the accuracy of the consumer's identity along with match indicators and explanatory insights to further assist in validating identity.

## Acxiom Real Identity



Acxiom's Real Identity resolves versions of personally identifiable information (PII) and/or multiple identifiers to a common identifier to ensure compliance across operational and marketing views of the data. It includes hygiene services to correct and complete data for optimal downstream processing. It is also relevant for data being stored in the consumer compliance reporting data store as well as when a consumer requests access.

## Custom Delivery Services



Acxiom provides additional services to prepare and manage a brand's data to support compliance, including services to transform data into the required format and metadata composition.

## WHY TRUST ACXIOM FOR ENTERPRISE CONSUMER COMPLIANCE?

### EXPERIENCE

More than five decades of experience in data integration, compliance and data governance.

### LEADERSHIP

Proven leadership in the protection of and ethical use of data.

### SCALABLE

Scalable services for discovery and inventory of reportable data independent of a larger commitment.

### RELIABLE

Speed, accuracy and reliability to deliver the required information.

### COMPATIBLE

Easy integration of identity assurance with existing platforms.

### EXTENSIBLE

Extensibility to future state and federal regulations.

**FOR MORE INFORMATION** about Acxiom consumer compliance solutions, or to speak to one of our representatives, email us at [info@acxiom.com](mailto:info@acxiom.com).



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