

7 THINGS TO KNOW BEFORE 2026 CCPA UPDATES TAKE EFFECT

With new California Consumer Privacy Act (CCPA) regulations going into effect January 1, 2026, here are seven things businesses should know and prepare for.

1. Risk assessments

Starting January 1, a business must conduct a risk assessment before starting several activities, such as selling or sharing personal information, processing sensitive personal information, and using or training certain automated technologies. Risk assessments require identification of information such as the business's purpose for conducting the activity, the personal information and operational elements involved in the activity, the activity's benefits and negative impacts, and the relevant safeguards that address those negative impacts. (Article 10.)



2. Requests to opt-out of selling/sharing

A business now must provide a means by which a consumer can confirm the status of their opt-out request, including those submitted through an opt-out preference signal, like the Global Privacy Control. For example, a business can display on its website “Opt-Out Request Honored” and display in the consumer's privacy settings through a toggle or radio button that the consumer has opted out of the sale/sharing of their personal information. (§§ 7025(c)(6), 7026(g).)



3. Requests to know

To the extent businesses retain consumers' personal information for longer than 12 months, consumers must have the ability to request access to all their personal information, going back as far as January 1, 2022, when submitting their request to know.



<https://cppa.ca.gov/regulations/>



https://cppa.ca.gov/about_us/contact.html



4. Requests to correct

Businesses must now provide the consumer with the name of the source from which they received inaccurate information, or alternatively, inform the source themselves that the information is incorrect and must be corrected. (§ 7023(i).)

5. Maintaining correct data

Businesses must ensure corrected information remains corrected. For example, if the business receives information regularly from data brokers, it must make sure corrected data is not overridden by inaccurate information later received from data brokers. (§ 7023(c).)

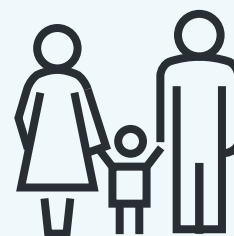


6. Health data corrections

Consumers have the right to submit a 250-word written statement contesting the accuracy of health information if a business denies their request to correct health information. Upon the consumer's request, the business must make that statement available to any person to whom it disclosed the contested personal information. (§ 7023(f)(3).)

7. Sensitivity of youth data

The personal information of consumers under 16 years old is now considered sensitive personal information and may be subject to the right to limit. If a business is using their personal information for something other than the permitted uses set forth in section 7027(m), it needs to make sure it can honor requests to limit for them.



Other requirements and compliance deadlines for risk assessments, cybersecurity audits, and automated decisionmaking technology may apply to your business.

Read the full text of the CCPA regulations on coppa.ca.gov.



<https://coppa.ca.gov/regulations/>



https://coppa.ca.gov/about_us/contact.html