

# Reliable Compliance Through Industry-Leading Identity Verification & Resolution

The California Consumer Privacy Act (CCPA) sets a much higher domestic privacy standard across all companies that collect or share consumer information. Though CCPA technically applies only to California residents, the reality is that most brands are not comfortable giving consumers greater or lesser privacy protections depending on the state they hail from, and most consumers feel the same.

The challenge comes in effectively managing these CCPA consumer requests. How can you manage and link all of the various offline consumer datapoints across siloed data repositories, so that you can present a single definitive record for consumer requests? How can you confirm that the consumer is actually who they say they are, so that you aren't inadvertently putting sensitive consumer information in the hands of fraudsters?

**Link disparate consumer data records and verify consumer requests with a single, easy-to-integrate portal UI to mitigate your CCPA compliance risk.**

This is where Neustar helps. As the industry leader in responsible identity management, Neustar is a critical partner for hundreds of top brands looking to improve their CCPA compliance strategies, manage consumer identity more effectively, and authenticate their consumers quickly and reliably.

## BENEFITS

- **Authenticate consumers** to ensure the person making the CCPA request is actually who they say they are, and not a fraudster
- **Link offline consumer data** across various repositories for a single source of truth
- **Cleanse and append** consumer records for up-to-date, accurate, and complete consumer data
- **Easy-to-integrate portal UI for consumer requests** to integrate directly on your website, without requiring managing multiple APIs

## What is CCPA?

The California Consumer Privacy Act (CCPA) was enacted in 2018 and took effect on January 1, 2020. It gives California consumers the right to know what personal information is collected about them and how it is used, request that their data be deleted, and request to be opted out from having their data sold.

Powered by the most extensive list of authoritative data sources in the industry, Neustar OneID™ continuously corroborates, verifies, and appends consumer identifiers, attributes, and information. Neustar also has unparalleled relationships with major Mobile Network Operators (MNO) to support our solutions with the most up-to-date consumer data available, helping ensure you have a single, reliable source of truth for your consumer data.



**Neustar Identity Verification for CCPA:** Validate the identity of the consumer making the CCPA request, mitigating the risk of fraudsters obtaining sensitive consumer information.



**Neustar Identity Resolution for CCPA:** Link consumer datapoints from multiple systems to give a single, authoritative view of the consumer when servicing CCPA requests, reducing the risk of non-compliance due to orphaned accounts.

## Why Neustar?

With 11 billion daily updates to consumer data, continuously corroborated from over 200 authoritative sources, Neustar provides the most accurate, up-to-date, and complete identity information possible.

Neustar TRUSTID Solutions are trusted by:

- All of the top 10 U.S. banks
- All of the top 10 credit card issuers
- 100+ clients, including the largest brands in the U.S.

LEARN MORE

For more information about Neustar CCPA Identity Solutions, please contact us at **1-855-898-0036 x4**, email **risk@team.neustar**, or visit **www.risk.neustar**.