

# CALIFORNIA CONSUMER PRIVACY ACT (CCPA)



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WTT LEGAL'S RECRUITMENT DICTIONARY: US EXPANSION EDITION

HERE WE EXPLAIN CCPA FOR UK RECRUITERS

## WHAT IS THE CCPA?

The California Consumer Privacy Act (CCPA) was enacted on 1st January 2020 and stands as landmark legislation aimed at safeguarding the personal information of California residents. The CCPA grants consumers unprecedented control over their data by providing them with the right to know what personal information is being collected, sold, or disclosed by businesses. Additionally, the act affords consumers the right to opt-out of the sale of their personal information and mandates businesses to implement stringent data protection measures. Under The CCPA, consumers have the right to access their data, request its deletion, and seek legal remedies for violations of their privacy rights. The legislation applies to for-profit businesses operating in California that meet specific criteria. These include businesses with annual revenues exceeding \$25 million, those that handle the personal information of 50,000 or more California residents, and those deriving half or more of their revenue from selling personal information.

## HOW WE CAN HELP

GET IN TOUCH TODAY TO SPEAK WITH OUR EXPERTS

Are you a UK recruiter considering your plans for US expansion? We can help! WTT Legal's Dual US-UK qualified Director of Legal Services, Carla Roberts, holds extensive experience in both the UK and US recruitment market. Our legal team are well placed to advise on transacting business in the US and using your UK entity to engage with US clients.

Contact us at [info@wttlegal.co.uk](mailto:info@wttlegal.co.uk) or call us on +44 (0)20 3468 0000 to arrange a free consultation.

## NAVIGATING THE CCPA FOR UK RECRUITMENT AGENCIES

UK recruiters expanding their operations to the US need to be aware of several key aspects of The CCPA in order to navigate compliance effectively. Firstly, recruiters must understand that The CCPA applies to businesses that collect personal information of California residents, regardless of the company's physical location. This means even UK-based recruiters conducting activities targeting Californian candidates are subject to The CCPA regulations. Recruiters should ensure that they have robust data protection policies and procedures in place to comply with CCPA requirements, including transparency about data collection practices, such as providing individuals with access to their data, and honouring opt-out requests regarding the sale of personal information. Additionally, recruiters should be mindful of the potential impact of CCPA on their data processing and sharing practices, particularly when collaborating with third-party vendors or sharing candidate information with clients.

## KEY POINTS TO REMEMBER:

- 1 The CCPA applies to UK recruiters who collect personal information from California residents
- 2 It's important to ensure transparency in data collection practices by providing clear notices to candidates
- 3 Under The CCPA, candidates have the right to access personal information, request deletion of data, and opt-out of the sale of their information
- 4 Recruiters should ensure that they have robust data protection policies and procedures in place to comply with CCPA requirements



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