



CALIFORNIA CONSUMER PRIVACY ACT (CCPA)

EFFECTIVELY COMPLY WITH PRIVACY REGULATIONS

- > Gain visibility needed to determine relevant data subjects
- > Track details of data shared with external parties
- > Manage consumer consent and information requests
- > Map the flow of consumer data within the organization

The California Consumer Privacy Act (CCPA), set to take effect in January 2020, establishes new consumer privacy rights and expands liability for consumer data breaches. Failure to comply for organizations that conduct business in California could lead to regulatory enforcement actions, legal action, and a loss of customer trust. With similarities to the European Union's GDPR, CCPA is the strictest privacy legislation in the U.S. currently.

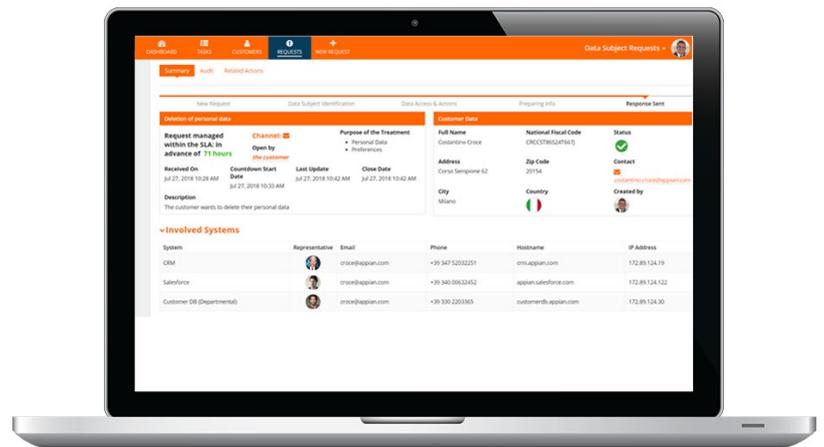
How can organizations achieve and sustain CCPA compliance while optimizing current operations?

Successful organizations will approach CCPA holistically, with a flexible, future-proof capability that is able to track data collection while managing consumer consent and requests for information.

TURN CCPA INTO A BUSINESS OPPORTUNITY

With a focus on improving data transparency, the Appian CCPA compliance solution is a driver that can ultimately strengthen customer confidence.

- **Appian Records** enable the unified data views and management practices needed to maintain the data protection and privacy at the heart of CCPA.
- **Low-Code Application Platform** provides the power and speed to deliver new functions and capabilities in preparation for similar legislation which is expected to be introduced in other states.
- **Configurable Reports** make it easy to provide disclosures about the collection, use, and dissemination of consumer personal information.



Effectively Manage Consumer Privacy Requests.



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FOCUS

Deliver key capabilities for effective CCPA Compliance with an automated approach to risk and compliance.

- Manage basic cases and more complex scenarios within the same process
- Create comprehensive views across events, departments, products, and regions
- Conduct ongoing screening with reasonable review and escalation of exception cases
- Facilitate an audit trail for regulatory compliance
- Easily adapt to changing requirements and evolutions in regulations

TAKE CONTROL

Quickly build, deploy, and scale new applications across the enterprise, including:

- Compliance and Government Affairs
- Contact Center Automation
- Customer On-Boarding
- Enterprise Risk Management
- Field Site Inspections
- GDPR Compliance
- Internal Audit
- IFRS 15 and ASC 606 Compliance
- Legal Matter Management

PREPARE FOR THE FUTURE

Pressure is mounting for organizations to innovate.

It takes speed and power to deliver transformational solutions. The Appian low-code application platform provides both, while leveraging your legacy IT investments.

With Appian, organizations can build web and mobile apps faster, run them on-premises or in the cloud, and manage complex processes, end-to-end, without limitations.

LEADING ORGANIZATIONS TRUST APPIAN:



Appian

Appian provides a low-code development platform that accelerates the creation of high-impact business applications. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance.

For more information, visit www.appian.com