

Assessment Blueprint – California Consumer Privacy Act (CCPA) for Business Professionals

Status: Final

Date: 5th October 2020

Approved by: Questionmark Legal Team and Assessment Experts

General information

Purpose of assessment	To measure general competence in a business professional on knowledge of the CCPA and ability to apply it within business.
Level of skill	Basic – personnel who need to know about CCPA but are not privacy experts.
Target audience	<p>May be suitable for business, knowledge and consumer-facing workers with roles that involve use of personal information and/or who have some responsibility for managing use of personal information within an organization, for example:</p> <ul style="list-style-type: none"> • Marketing communications • Business development and sales • Customer service management • Information Security and Compliance • Product management, software and product design • Data scientists and business analysts • Purchasing and procurement • Administration <p>Such workers may be expected to have a working knowledge of the CCPA but will escalate to privacy experts for specialized issues.</p>

Limitations	This test covers essential parts of CCPA relevant to business professionals but is not a complete coverage of the subject.
Topic coverage	There are 15 questions in the test, see below for the areas covered.
Language	Test is presented in US written English. Participants can be native English speakers or should have at least B2 level of English if not a native speaker.
Format	Online test presented in Questionmark software, automatically scored.
Accessibility	No use of graphics/images/media.
Time limit	20 minutes.
Number of questions	Participant to be presented with 15 questions.
Question types to be used	Combination of multiple choice, multiple response and matching.
Scoring	All questions weighted equally (one point per question). No negative scoring.
Feedback	Participant to be given at end of test: <ul style="list-style-type: none"> • Overall score • Helpful question level feedback for wrong answers, giving the correct answer
Editing the test	The test may be used "as is" or you may modify the test, e.g. to add organization specific questions or remove questions that are not relevant to your organization. The test is copyright Questionmark Computing Limited, and you may not move the test outside of the platform provided by Questionmark.

Detailed topic coverage:

Key concepts & Applicability

- Key concepts – covered businesses, consumer and service provider
- Applicability based on the scope provisions, and exclusions
- Territorial applicability
- Personal information and what is/is not captured in the definition; related concepts
- Age-based applicability issues

Consumer rights

- Consumer rights (right to know; opt-out; deletion)
- Do Not Sell provisions – what this is and how covered businesses comply
- Anti-discrimination provisions
- Information provision obligations to facilitate consumer rights – notices (e.g. financial incentives; opt-out); time and form of provision (e.g. according to mode of collection of PI); contents thereof

Business obligations

- Business purposes for use of personal information (e.g. materially different purposes); verification obligations; collection minimization
- Obligations to respond to exercise of consumer rights, timescales, basis to deny, etc.
- Service provider/transfer obligations
- Obligations in respect of minors
- Breach, reporting obligations and remedies

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