



What businesses do

Answer: The CCPA applies to businesses that collect personal information, have annual revenue, or the number of employees exceeds 25,000 California consumers.

Who is identified as

Answer: Consumers

What is 'personal in

Answer: Personal information is defined under California law. In part, it includes any information that identifies, describes, is capable of identifying, or is linked, directly or indirectly, with a particular consumer, household, or unique personal identifier.

What are 'commerci

Answer: Commercial purposes are those that are primarily for economic interests. Examples include selling, leasing, or otherwise enabling a commercial purpose.

What is meant by 's

Answer: Selling under the CCPA includes releasing, disclosing, or otherwise making available to a third party.

consumer's personal information to another business or a third party for monetary or other valuable consideration.

The CCPA provides an exception to the definition of 'selling' for the activities of 'service providers'. Service providers receive and use personal information only as necessary to achieve business purposes, such as assisting with a business' operations.

For this 'service provider' exception to apply, the business who shares information with the service provider must provide appropriate notice, and the service provider must not further collect, sell or use the personal information except as necessary to achieve the business purpose.

How the does the CCPA apply to the work Medallia performs for its customers?

Answer: Medallia collects personal information from consumers in providing a software platform called the "Medallia Experience Cloud" to our customers. In this activity, Medallia acts strictly as a "service provider" to our customers under the CCPA, and our customers are "businesses". As such, our customers bear the primary responsibility for ensuring that their processing of personal data is compliant with the CCPA.

In the Medallia Experience Cloud, Medallia collects customer data based on our customers' instructions. For example, our customers specify what consumers we should contact to provide feedback, when we should contact them (e.g., after completing a purchase at a customer's retail store), how we should contact them (e.g., email or SMS), how often we should send them reminders to provide a response, and what questions are asked. Medallia's customers also decide how to use or respond to feedback that is collected.

Does Medallia 'sell' the personal information it handles for its customers?

Answer: No, Medallia does not sell personal information it handles for its customers. Further, Medallia does not:

- process personal information for any commercial purpose other than providing our customers the products and services they have purchased; or
- retain, use or disclose personal information outside of the scope of the agreements we have with our customers.

We memorialize this commitment as part of our California Consumer Privacy Act Notice in [our privacy policy](#).

How has Medallia been preparing for the CCPA?

Answer: Medallia has been preparing for compliance since the CCPA was passed in the summer of 2018. In particular, Medallia has privacy lawyers and a risk and compliance team that actively track the law and operationalize compliance throughout our business.

How do Medallia products support compliance with the CCPA?

Answer: Medallia supports access and deletion requests by offering our clients product features, processes and assistance in exporting and deleting personal information about individuals. These product features and processes complete the data deletion within 30 days of receiving the request from our client.

In particular, for our core platform, you can work with your Medallia or partner professional services team to flag what fields you consider to be personal data. Our core platform then automates CCPA compliant deletion of consumer data if you receive requests from individuals. For example, you can send routinely load in a set of identifiers associated with CCPA deletion requests (such as email addresses), and then erase all fields marked as personal data from the records associated with those identifiers.

More information can be found [here](#) and in [Medallia's product documentation](#) (accessible only to