

Appian for Financial Services

CALIFORNIA CONSUMER PRIVACY ACT (CCPA)

- Gain visibility needed to determine relevant data subjects
- Track details of data shared with external parties
- Manage consumer requests for information
- Map the flow of data within the financial institution

The California Consumer Privacy Act (CCPA), passed into law in June 2018 and set to take effect in January 2020, establishes new consumer privacy rights and expands liability for consumer data breaches. Failure to comply could lead to regulatory enforcement actions, legal action, reputational damage, and a loss of customer trust. CCPA primarily applies to medium and large sized financial institutions, has some similarities to the European Union's GDPR and is the strictest privacy legislation in the U.S.

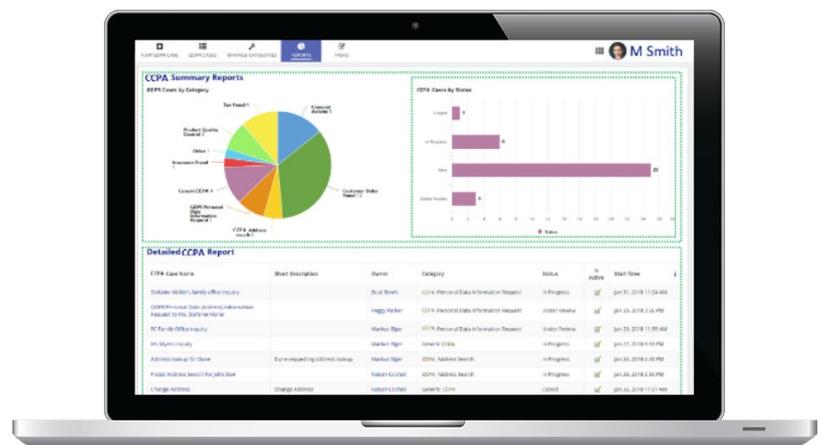
How can financial institutions achieve and sustain CCPA compliance while optimizing current operations?

Successful financial institutions 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. The solution must provide the transparency necessary to conduct a thorough inventory of the data collected, and determine which data falls outside the scope of the GLBA (Gramm-Leach-Bliley Act) and the CFIPA (California Financial Information Privacy Act).

TURN CCPA INTO A BUSINESS OPPORTUNITY

With the focus on improving transparency, CCPA compliance could be a driver that strengthens customer confidence in financial services.

- **Appian Records** enables the data management practices needed to maintain the data protection and privacy at the heart of CCPA.
- **Low-Code** provides the power and speed necessary 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.



California Consumer Privacy Act (CCPA)

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

TAKE CONTROL

Quickly build, deploy, and scale governance, risk, and compliance initiatives with enterprise solutions including:

- Anti-Money Laundering (AML)
- Know Your Customer (KYC) / Enhanced Due Diligence (EDD) / Customer Identification Program (CIP)
- GDPR
- Enterprise Risk Management
- Fraud Investigations
- Regulatory Monitoring and Action
- MiFID II Compliance
- Service Provider Oversight and Control
- Stress Test Management
- IFRS 9
- Employee Activity Clearance
- FATCA
- Leadership Attestation

PREPARE FOR THE FUTURE

Pressure is mounting to deliver innovation in financial services.

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, financial institutions 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 ARE TRANSFORMING CORPORATE FINANCE WITH APPIAN:



Realize the benefits of Appian to simplify California Consumer Privacy Act (CCPA) compliance. Learn more at: appian.com/finserv

Appian

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

For more information, visit www.appian.com