

# Varonis Helps Companies Prepare for the Upcoming California Consumer Privacy Act

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New data classification capabilities help companies find and protect California consumer data

NEW YORK, April 29, 2019 (GLOBE NEWSWIRE) -- **Varonis Systems, Inc.** (NASDAQ:VRNS), a pioneer in data security and analytics, launches new data classification capabilities to help companies achieve compliance with the upcoming California Consumer Privacy Act (CCPA), which goes into effect on January 1, 2020. With Varonis, customers can automatically discover and classify CCPA-affected data, fulfill data subject access requests (DSARs), and get ready for the CCPA.

Personal data protected under CCPA can easily move from protected data stores and into emails, open folders with global access, and other unsecured locations. This not only increases the risk of misuse by malicious and careless insiders, and exploitation by external attackers, but also makes it difficult to comply with data subject access requests, as companies face the daunting task of locating and protecting sensitive data scattered across their on-premises and cloud environments.

To help companies achieve compliance and protect California consumer data, Varonis is introducing CCPA-specific data classification capabilities to its **Data Security Platform**. Varonis combines personal identifiers with California-specific identifiers (including area codes, ZIP codes, and cities) so that organizations can easily find personal data that falls under the CCPA.

“22% of the files in the average company are unprotected and open to everyone in the organization,” says David Gibson, Chief Marketing Officer, Varonis. “Companies worldwide are still struggling to pinpoint and lock down their data on EU residents and put processes in place to fulfill requests for information under the GDPR. Now companies

doing business with California residents must do the same – and the clock is ticking.”

#### About the California Consumer Privacy Act

The **California Consumer Privacy Act** is designed to give basic data privacy rights to the state’s nearly 40 million residents. While residents of all 50 states are already covered under a patchwork of breach notification and privacy laws, the California legislation introduces some significant changes. Californians will have the right to know what personal data a company is collecting about them and with whom that data is shared. Individuals will have the right to request that a company delete their personal data, much like European Union residents are protected under the GDPR’s “right to be forgotten.” To comply, companies will need to be able to identify and classify personal data that they collect from California residents, define why they’re collecting that data, and disclose how that data is used.

#### Additional Resources

- For additional details on the Varonis solution portfolio, visit <https://www.varonis.com>
- Visit our [blog](#) and join the conversation on [Facebook](#), [Twitter](#), [LinkedIn](#), [Podcast](#) and [YouTube](#)

#### About Varonis

**Varonis** is a pioneer in data security and analytics, fighting a different battle than conventional cybersecurity companies. Varonis focuses on protecting enterprise data on premises and in the cloud: sensitive files and emails; confidential customer, patient and employee data; financial records; strategic and product plans; and other intellectual property. The Varonis Data Security Platform detects insider threats and cyberattacks by analyzing data, account activity, perimeter telemetry and user behavior; prevents and limits disaster by discovering, classifying and locking down sensitive, regulated and stale data; and efficiently sustains a secure state with automation. With a focus on data security, Varonis serves a variety of use cases including data protection, threat detection and response, and compliance. Varonis started operations in 2005 and, as of December 31, 2018, had approximately 6,600 customers worldwide — comprised of industry leaders in many sectors including technology, consumer, retail, financial services, healthcare, manufacturing, energy, media, and education.

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