

Multinational Conglomerate Company Premieres Its CCPA Readiness

Challenge: When GDPR was activated in 2018, a multinational conglomerate company reacted too slowly and without a well-developed strategy. The worldwide media brand was determined not to make the same costly mistake when the California Consumer Privacy Act (CCPA) went into effect.

Solution: The multinational conglomerate company reached out for what the company needed most – expert guidance. Through one-on-one workshops with Acxiom, the conglomerate’s legal team became astutely knowledgeable on how CCPA worked and how the law would affect its vast business structure.

Results: Long before CCPA becomes law in 2020, the multinational conglomerate company will be prepared and compliant, and it has also recognized the critical importance for implementing a host of new data strategies.



Hosted **7 hours**



of one-on-one workshops

Launched **one**



tactical CCPA Briefing

By enlisting Acxiom as its strategic partner for all things data, the multinational conglomerate became better prepared to meet the challenge of an evolving regulatory landscape

Prepared and compliant with



CCPA Regulations

Identified the need



for a unified data layer