

AdDapting to CCPA

AdDaptive Intelligence is the leading provider of Account-Based Marketing and B2B intelligence. AdDaptive's proprietary technology platform bridges offline and online data, optimizes ad campaigns, and provides transparent B2B analytics to help clients reach the accounts and decision-makers that matter most. The result is the industry's most accurate B2B targeting solution.

What is CCPA?

The California Consumer Privacy Act, known as CCPA, is a California law affecting residents in California and any parties conducting business with California entities. Officially in effect January 1, 2020, the law includes specific provisions that allow consumers to elect that businesses do not "sell" their personal data. CCPA's primary objective is to prevent the sale of personal data without a consumer's consent.

For additional information, feel free to review the [IAB CCPA Compliance Framework for Publishers & Technology Companies](#) [here](#).

Business IP Targeting vs. Personal IP Targeting

As a B2B advertising company, AdDaptive's firmographic data targets the IP addresses of businesses, not consumers. Our proprietary technology bridges validated, offline data to businesses' unique digital identifiers (such as business IP addresses) at the rooftop level. This key distinction means that we are not collecting IP addresses and linking them to individual consumers.

What does CCPA mean for AdDaptive?

CCPA was enacted to provide greater transparency and protection around the sale of consumer data. [AdDaptive's solution inherently protects consumers' data](#) by aggregating business data rather than personally identifiable consumer data when running B2B campaigns.

If you have any questions or concerns regarding AdDaptive's compliance with CCPA, please email sales@addaptive.com