



# 1ST PARTY PRIVACY GUARDIAN

PROTECT CONSUMERS' PRIVACY IN ACCORDANCE WITH TCPA, CCPA, AND FUTURE REGULATIONS

1st Party Privacy Guardian helps you honor the privacy of your website visitors through compliance with recent privacy regulations. The initial product, formerly known as 1st Party TCPA Guardian, focused on compliance with the Telephone Consumer Protection Act. It has been expanded to help you stay compliant with the California Consumer Privacy Act (CCPA) and potential future state and federal privacy regulations.

The TCPA requires prior express written consent for non-emergency auto-dialed, prerecorded, or artificial voice calls to wireless phone numbers, as well as for prerecorded telemarketing calls to residential wireline numbers. Jornaya has been the industry leader solving for TCPA since 2013.

The CCPA, effective January 1, 2020, creates new consumer rights relating to the access, deletion, and sharing of personal information that is collected by businesses. It gives nearly 40 million people in California the strongest data privacy rights in the country.

Nevada, New York, Texas, and Washington are just a few states whose legislators are starting to follow California's lead by introducing new privacy bills. As this trend continues on both the state and federal level, it becomes important to use flexible compliance tools that will continue to evolve with the regulations they address. Jornaya Privacy Guardian assists companies in meeting the requirements of current CCPA and future regulations.

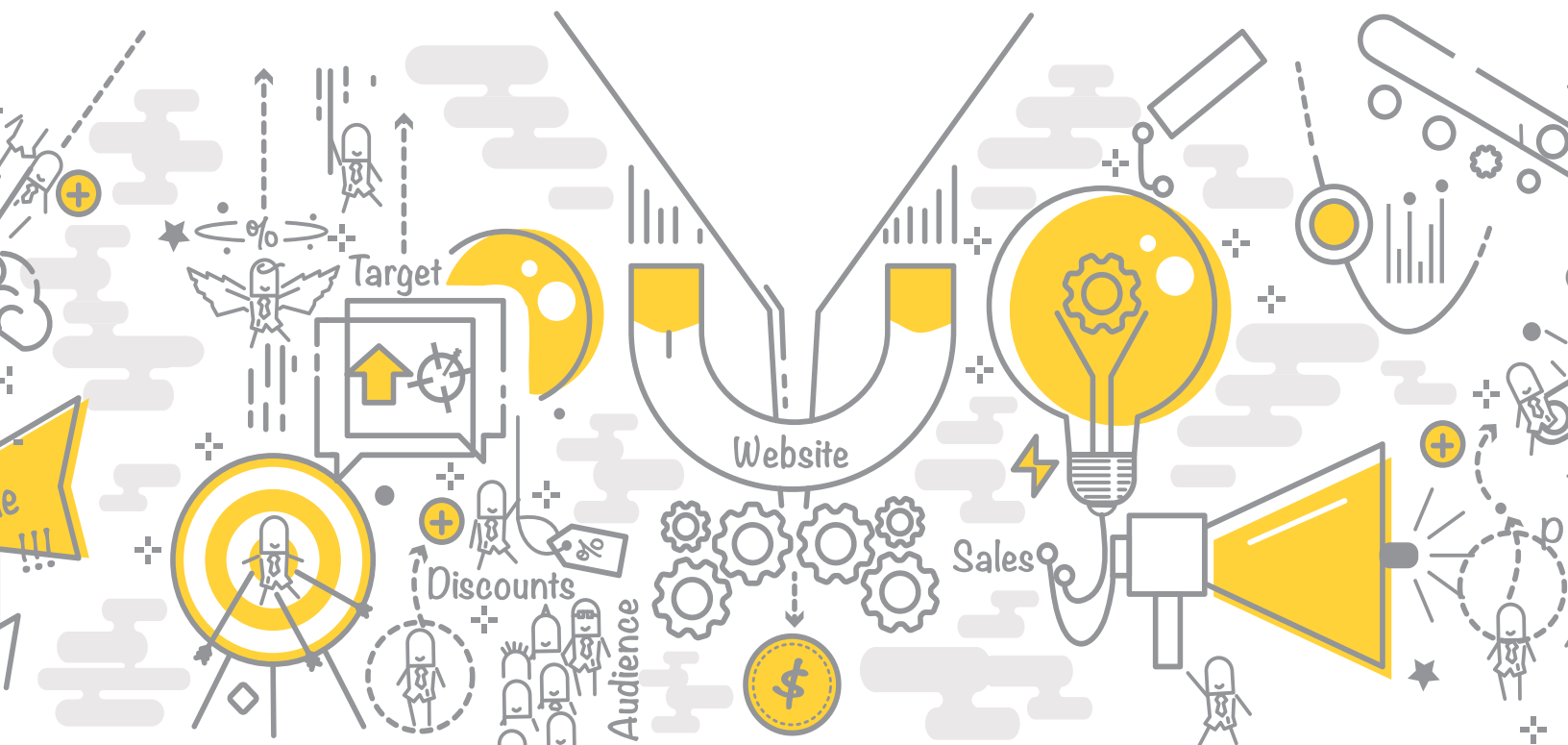
## **Jornaya's Privacy Guardian**

- Captures and provides a verified record of every web session through visual rendering technology and reports
- Allows companies to confirm the location of the site visitor in real-time to deploy the relevant notifications and disclosures
- Enables marketers to provide an exceptional customer experience by protecting their privacy in accordance with TCPA, CCPA, and future regulation

## Value Delivered by this Solution

- **Verified Proof:** Verified proof of every web session through an independent third party using Jornaya's Visual Playback technology, helping you demonstrate:
  - Notifications and disclosures that were presented to each consumer and how they were presented within the web experience
  - Each consumer's interactions with your TCPA, CCPA, and other notifications and disclosures, including proof that consent was collected at the web event
  - Expression of interest from those consumers that provided their contact information with the expectation that they would be contacted by you or other service providers for the service for which they've inquired
- **Real-Time Confirmation:** Real-time confirmation of the location of the IP address of each site visitor with no additional technical implementation
- **Future Capabilities:** As similar pending privacy regulations are signed into law, Privacy Guardian will incorporate added capabilities without the need for companies to take additional actions or adopt further technology.

To learn more, visit [www.jornaya.com/products/1p-privacy-guardian](http://www.jornaya.com/products/1p-privacy-guardian) or email [privacyguardian@jornaya.com](mailto:privacyguardian@jornaya.com)



1001 E Hector St Suite 230 | Conshohocken, PA 19428  
267.460.7287 | [sales@jornaya.com](mailto:sales@jornaya.com)