

CCPA-compliant quiz maker - collect leads safely

Looking for a CCPA-compliant quiz maker? California recently introduced their [California Consumer Privacy Act \(CCPA\)](#) – which will take effect January 1, 2020. And since California has the [fifth largest economy in the world](#), this new law is going to have a huge impact on many businesses.



Designed to safeguard consumer data, the CCPA is often compared to the EU's General Data Protection Regulation. However, there are some key differences. Here's the [best CCPA vs GDPR overview](#) we've found – by the law gurus at BakerHostetler.

But basically – the CCPA will affect you if you are a for-profit entity doing business in California and meet **any of these criteria**:

- Annual revenue > \$25 million
- Buy/receive/sell/share personal identifiable information (PII) of 50,000+ consumers, devices, or households for commercial purposes
- Get > 50% of annual revenue from selling consumer personal information

By comparison, the GDPR is a broader regulation, affecting almost every size and sector of organization. The good news? Riddle is a **CCPA-compliant quiz maker** ([we comply with the GDPR too](#) for that matter). We have some more best practices for small businesses seeking to use quizzes for lead generation –

[Check out our blog post](#) for a more detailed look.

How is Riddle CCPA compliant? Check out our quick [8-minute video walkthrough](#) [blog](#) [video](#) [podcast](#) [2019/Make a comp](#) [4](#) [es with the CCPA.](#)

Obligatory disclaimer: We're not lawyers at Riddle – just big quiz marketing geeks. So we highly recommend you get your own legal advice about how Riddle complies with CCPA. But we're always happy to help out with any questions that pop up.

Riddle quizzes without a lead form – no PII is collected:

We don't collect any personal information from any our Riddle quizzes, polls, and other interactive content that do not include a lead generation form. Instead, we only collect overall and anonymous statistics. For example, if 10,000 people took your quiz, we would only track things such as:

- 1,750 people picked answer 'Yes' for question 1
- 5,328 got overall quiz result A, 3219 got result B, etc.

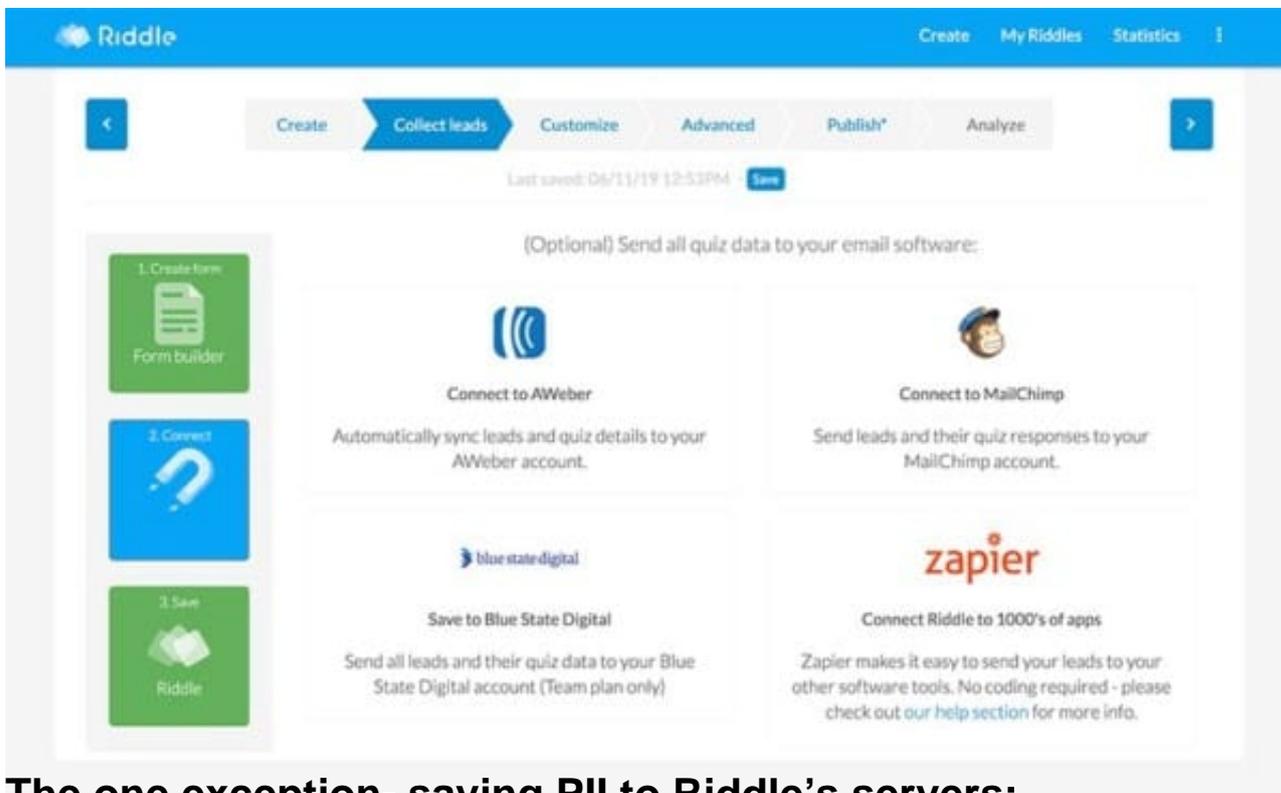
That's a key reason we're CCPA-compliant. We do not track an individual's quiz results – so in this scenario, we wouldn't be able to break out the data for a specific user like Bob Smith.



Riddles with a lead form – how PII is collected.

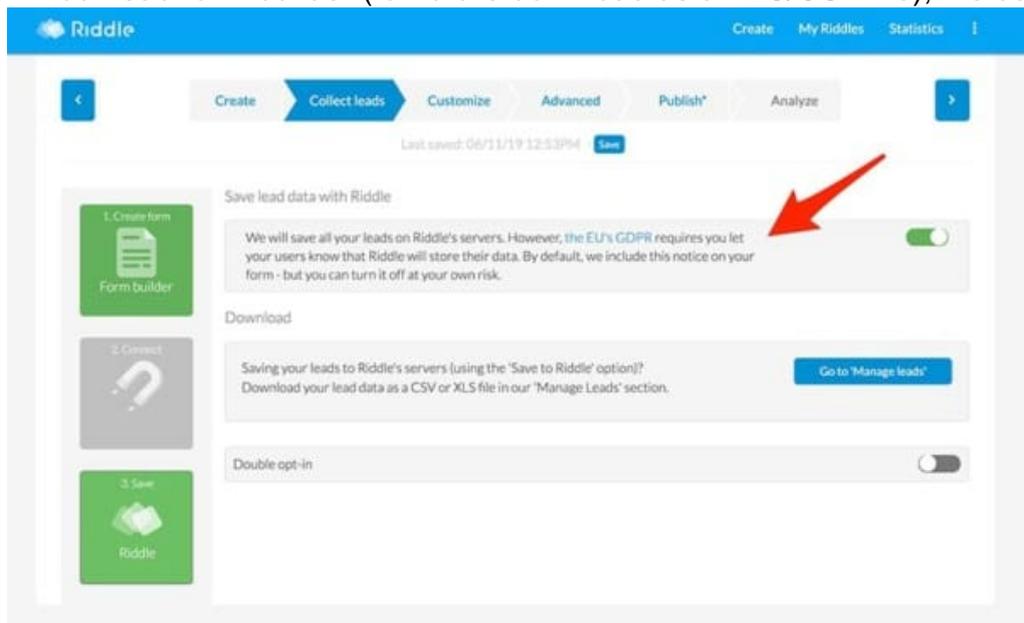
Quizzes are powerful lead generation tools – and an excellent way to [power your marketing funnel](#). Adding a lead generation form displayed between the last question and the user's results – will see up to 40% opt-in rates. If you choose to use our lead generation forms in a Riddle quiz, we will pair each of your lead's PII with their quiz responses. But here's the important thing to note about our being CCPA-compliant. We designed Riddle so that this PII information is passed directly to your email marketing tool – without every hitting our servers. Examples:

- MailChimp
- AWeber
- Blue State Digital
- Zapier
- Webhook
- Google Sheets



The one exception- saving PII to Riddle's servers:

There's only one time personally identifiable information is ever stored on Riddle's servers. If you select the 'Save to Riddle' option in our lead form builder (for future download as a XLS/CSV file), the data will



be stored on our servers.

We include default text to the lead form advising the audience their data will be stored by us.

We

Sign up to win two free tickets to visit San Francisco!

First name

Last name

E-mail

How often do you fly a year?

Date of birth

Yes, I agree to the contest's [rules](#) and [privacy policy](#).

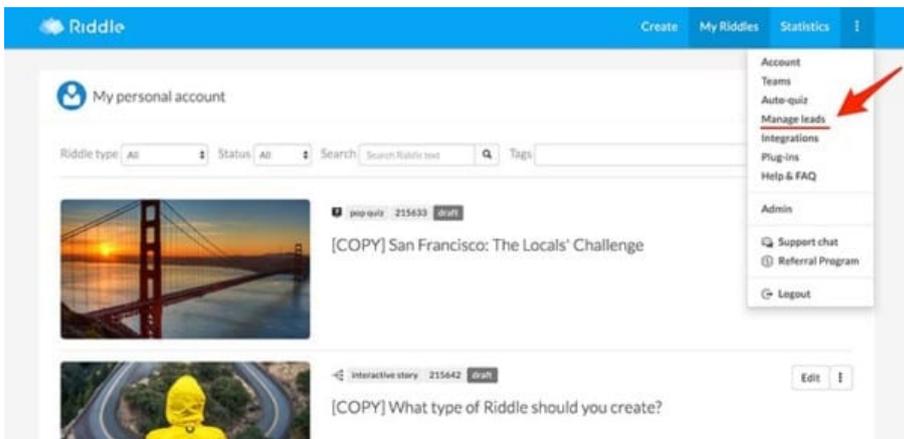
Your data will be stored on [Riddle.com's](#) servers. Please check out their [privacy policy here](#).



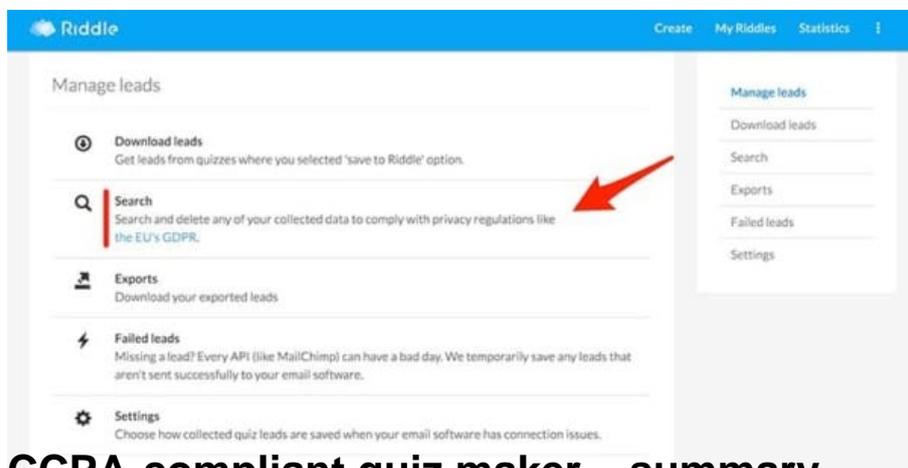
Deleting a user's PII upon request

As part of being CCPA-compliant, you're required to quickly delete a quiz taker's PII when they ask. We've built a tool that makes it easy.

1. Go to 'Manage Leads'
2. Select 'Search leads' – and add the user's name or email
3. Click delete



The screenshot shows the Riddle.com dashboard. The top navigation bar includes 'Riddle', 'Create', 'My Riddles', and 'Statistics'. On the left, there's a 'My personal account' section with filters for 'Riddle type' and 'Status', and a search bar. The main content area displays two riddle cards: one titled '[COPY] San Francisco: The Locals' Challenge' and another titled '[COPY] What type of Riddle should you create?'. On the right, a dropdown menu is open, listing 'Account', 'Teams', 'Auto-quiz', 'Manage leads' (highlighted with a red arrow), 'Integrations', 'Plug-ins', 'Help & FAQ', 'Admin', 'Support chat', 'Referral Program', and 'Logout'.



CCPA-compliant quiz maker – summary

We hope this overview helps. The CCPA is a powerful tool that will protect consumers' data from unscrupulous uses. We've designed Riddle to be a CCPA-compliant quiz maker – so that you can safely continue to collect leads through quizzes. If you have any questions about using quizzes to collect leads, or how we're a CCPA-compliant quiz maker, please drop us a line. You can use email (hello@riddle.com) or our support chat tool on this blog or Riddle.com. Seriously. Ask away. Customer service is a HUGE priority for our entire team. We take pride in being superfast to respond to any support inquiries – you'll often get a response in under 2 minutes flat. How's that for fast?

Created from <https://www.riddle.com/blog/ccpa-compliant/> Visit <https://www.riddle.com> to create your own quiz