



Press Release:

KAIZEN ANALYTIX ANNOUNCES KAIZENCOMPLIANCE – A CCPA COMPLIANCE SOLUTION

ATLANTA, June 18, 2019 (Newswire): [Kaizen Analytix](#) LLC, a leading analytics products and services provider, announced the launch of **KaizenCompliance**, a data compliance readiness solution for the California Consumer Privacy Act (CCPA).

The CCPA is an act that is intended to protect consumer data by giving consumers the right to know, the right to forget, and the right not to sell their personal data – which goes into effect January 2020 with enforcement starting in July 2020. With the Texas Consumer Privacy Act (TCPA) and other state’s privacy laws in the works, it is expected that this will soon be nationwide.

KaizenCompliance is a fast track to consumer data compliance and remediate enforcement risk. Through project planning, consumer data analysis, testing and validation, KPIs and reporting, and workstream planning from legal and compliance offices to entire organizations, **KaizenCompliance** enables a smooth transition into becoming CCPA compliant.

"Emerging consumer privacy laws such as GDPR and CCPA should drive organizations to build a culture of privacy, not as a means to short term legal compliance. It's an opportunity to invest in consumer privacy architecture for business success and build customer trust for your brand." – Jay Velayutham, Privacy Specialist, KaizenAnalytix

About Kaizen Analytix

Kaizen Analytix LLC is an analytics products and services company that gives clients unmatched speed to increased revenues, reduced costs, and maximized margins through advanced analytics solutions and actionable business insights. Working from client and industry data, Kaizen combines its proprietary **KaizenValueAccelerators** , data , and data from KaizenDataLabs with proven analytics subject matter experts to rapidly deliver insights across the value chain, from Sales and Marketing to Operations and Finance. For more information, visit www.kaizenanalytix.com