

Best Practices for Verifying Identity

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If a California consumer makes a request of your business regarding access, deletion, or opt-out, it's extremely important that you take steps to verify their identity. The last thing you want is to reveal personal information to a fraudster. The California Attorney General's office has published [some guidelines](#) depending on what sort of request comes in.

Right to Know - Categories	Disclosure of categories tends to be based on fairly general information, so you should maintain a <u>reasonable level of certainty</u> . It is recommended that you cross-reference 2 <u>data points</u> of information provided by the consumer with information you already have on file in order to verify identity.
Right to Know - Specific Information	Disclosing specific information to a non-verified consumer may constitute a fairly serious case of fraud, so it's important that you adhere to a <u>high level of certainty</u> . The Attorney General recommends that you cross-reference 3 <u>data points</u> of information provided by the consumer with information you already have on file, as well as a signed declaration under penalty of perjury that the requestor is who they say they are.
Right to Delete	Generally, whether a business needs to maintain a <u>reasonable</u> or <u>high level of certainty</u> regarding deletion depends on the sensitivity of the information. For example, personal documents would require a <u>high level of certainty</u> , while browsing history would require a <u>reasonable level of certainty</u> . Even though SimplePart will not be honoring deletion requests because of <u>business purposes</u> , you should check your business's deletion policies as well as those of your other service providers.
Right to Opt-out	The verification system described does not apply to opt-out requests.

TIP: If you do not feel confident that a requestor has adequately verified their identity, you may reject his request so long as you explain to him why and give him another opportunity to submit information. Do not use a social security number, driver's license number, or any other sort of account number to verify a request.

If you have any questions or need any support with this information, please contact our support team via email at support@simplepart.com or 1-888-843-0425.