

# A Quick Guide to Privacy Rights

Discover common data privacy rights and the major privacy regulations they're part of.

## Right to Access

(CPRA, GDPR, LGPD) Data subjects have a right to know that you have their data and see every piece of personal data you have about them. Yes, data subjects can include your employees.

## Right to Deletion

(CPRA, GDPR, LGPD) Data subjects have the right to ask you to delete any and all of the data you have about them. California is somewhat unique here in that it also requires companies to inform everyone they have shared data with of that deletion request and tell them to delete it, too. In Europe, this is often called the “right to be forgotten.”

Note that everyone has exceptions for fulfilling contracts, protecting human life, and performing certain research. California has an exception for exercising free speech, generally in a journalistic manner.

## Right to Correction

(CPRA, GDPR, LGPD) Data subjects have the right to correct or complete any data files you have about them.

## Right to Data Portability

(GDPR, LGPD) Data subjects have the right to ask you to provide all of the data you have about them to another organization of their choosing.

## Right to Know With Whom You've Shared Their Data

(CPRA, GDPR, LGPD) This one's pretty self-explanatory. Data subjects have a right to know with whom you've shared their data and which data you've shared. This is mainly limited to the business categories with which you've shared the data in California. In the EU and Brazil, you have to be specific.

## Right to Opt-Out of Sharing and Selling Personal Data

(CPRA) While similar to revocation of consent, this right is specific to California and dictates that people must be able to opt out of your ability to sell their data to, or share their data with, a third party. And they must be able to do it via a button on your website.

## Right to Withdraw Consent

(CPRA, GDPR, LGPD) Even if they consented to you to collect and process the data in the past, data subjects have the right to withdraw that consent at any time. In the EU, they even clarified that it has to be as easy to withdraw the consent as it was to give it.

## Right to Object

(GDPR) The GDPR makes broad allowances for data subjects to make sure you're processing their data lawfully. If they object, you have to stop using their data until you can establish a legal right to do so. If they object to your use of their personal data for direct marketing, you have to do so immediately; if it's for research purposes, you have to demonstrate the use of the personal data is in the public interest.

## Right to Restriction of Processing

(GDPR, CPRA) The data subject may object to your use of their data if they believe it is incorrect (giving you time to correct the data before using it again); if they believe you have it unlawfully, but don't want you to delete it; and if they don't want you to use it, but they want it available because of a pending legal matter. In this case, you have to save the data somewhere, but make sure not to use it.

In the case of California, people may request that you not share or process their sensitive personal information. This means you must be able to discern their “normal” personal information from their sensitive data.

## Right to Not Be the Subject of Automated Decision-Making

(GDPR) Companies must acquire explicit consent to use automated decision-making.

## Right to No Retaliation

(GDPR, CPRA, LGPD) All three major laws say that you can't penalize customers for exercising their data privacy rights. This means you can't charge them extra or otherwise restrict their access to service just because they have chosen to exercise their privacy rights.

## Right to Be Told Their Right Not to Consent

(LGPD) While the CPRA and GDPR require you to get consent for everything you're going to do with a person's data and say you can't penalize people for not providing it, the LGPD explicitly says you have to explain a person's right not to give consent to process their data, while still receiving their desired service, at the time of request for consent.

## PRIVACY RIGHTS COVERED

This isn't a complete list of everything these laws require. For example, all three laws have a long list of pieces of information you must provide at the time of collection of personal data. Most people don't consider that a matter of “data privacy rights” per se, but they are things you need to do to comply with these privacy laws. There may also be carve-outs for defense and public health reasons whereby the rights don't apply.

When in doubt, talk to a privacy professional before doing something with personal data when unsure of the legalities. If you're starting to receive data subject access requests (DSARs) in response to these rights, Osano can help. Our [unified Data Discovery and Subject Rights](#) platform will give you the ability to process requests with ease.

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