

Press Release



June 24, 2020
transcosmos inc.

transcosmos Launches “CCPA-Compatible Opt-Out Reception Contact Center Service” for the US Market

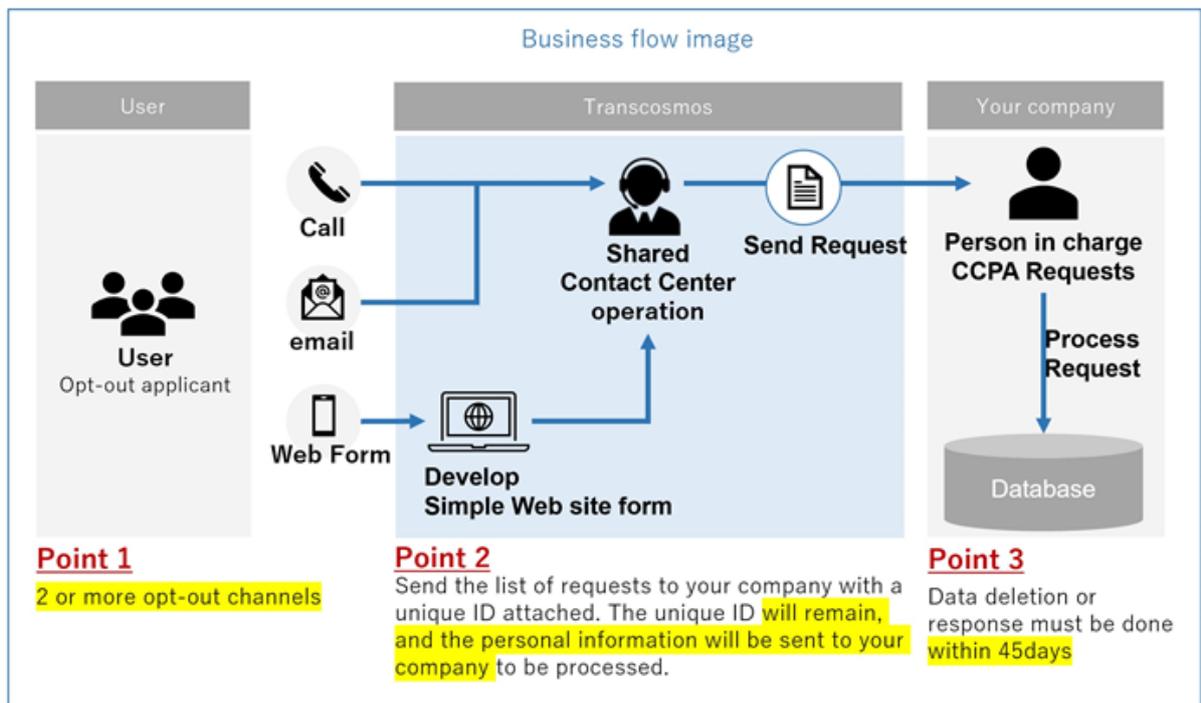
Service Is Compliant With the Consumer Privacy Act CCPA (California Consumer Privacy Act) Which Will Be Fully Implemented in California Starting July

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) has been working with transcosmos America Inc., the US subsidiary, to begin providing an “opt-out contact center service” corresponding to the CCPA (California consumer privacy act), which is fully implemented in California starting July 2020.



The California Consumer Privacy Act (CCPA), which came into effect in January 2020 and is scheduled to come into full effect from July 2020, protects personal information of consumers living in California and protects data privacy rights. This law gives consumers (California residents) eight privacy rights and imposes eight obligations on the handling of “personal information” of such consumers on companies who process the information. It may also apply to companies not only in California but also to companies with users in California. It is also drawing attention in states other than California, where measures need to be taken because it can be presumed that similar laws will be enforced in those states in the future. What is California Consumer Privacy Act (CCPA): <https://transcosmos.com/jp/ccpa-update/>

With CCPA enforcement, companies must comply with consumer opt-out requests and the law requires that there be two or more opt-out reception channels. Therefore, transcosmos has begun offering the “CCPA-compatible opt-out reception contact center service” that corresponds to consumers’ requests for opt-out from companies through three channels: phone call, email, and web form. A specialized center will be opened within the LA base of transcosmos America, and bilingual operators in Japanese and English will provide everything from reception to reporting. A reception desk can be set up at low cost in a short time as it will be provided as a shared service.



transcosmos America's "CCPA-compatible opt-out reception contact center service" aims to provide not only to companies in the US, but also to Japanese companies with users in California.

transcosmos has 168 bases in 30 countries and regions around the world. It researches and analyzes market characteristics of each country to provide support services and digital marketing services that match the business customs, culture, laws and user needs. Going forward, we will continue providing services for the US market by our teams that understand the culture and business customs of the Japanese and North American markets, leveraging our global experience and support experience.

*transcosmos is a trademark or registered trademark of transcosmos inc. In Japan and other countries.

*Other company names and product or services names used here are trademarks or registered trademarks of respective companies.

About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior "people" with up-to-date "technology" to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients' business processes focusing on both sales expansion and cost optimization through our 168 bases across 30 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce services to deliver our clients' excellent products and services in 48 countries/regions around the globe. transcosmos aims to be the "Global Digital Transformation Partner" of our clients, supporting the clients' transformation by leveraging digital technology, responding to the ever-changing business environment.

About transcosmos America Inc.

Since our foundation in 1988, transcosmos America Inc. has been committed to increase customer satisfaction by assisting clients, in particular Japanese businesses, operate in the U.S. market. Building on both proven know-how developed in Japan and knowledge, experience and cutting-edge technologies in the U.S., we continue to deliver diverse services including e-commerce strategy planning, e-commerce site development, digital marketing, selling on Amazon, e-commerce one-stop services that range from importing to logistics to fulfillment to customer services as well as customized solutions that meet the needs of each client. Visit us here: <https://transcosmos.com/>

The U.S. E-Commerce Market Blog (Japanese only): <https://transcosmos.com/jp/blog/>

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