



Consumer Federation of America



November 19, 2018

TO: SENATORS & ASSEMBLY MEMBERS

FR: CALPIRG  
COMMON SENSE KIDS ACTION  
CONSUMER ATTORNEYS OF CALIFORNIA  
CONSUMER FEDERATION OF AMERICA  
CONSUMER WATCHDOG  
PRIVACY RIGHTS CLEARINGHOUSE

RE: **PROPOSALS TO WEAKEN THE CALIFORNIA CONSUMER PRIVACY ACT OF 2018**

California will be first in the nation to enact laws governing data privacy for consumers on January 1, 2020 when the California Consumer Privacy Act of 2018 goes into effect. As 2020 approaches, industry attempts to weaken this law will be escalating.

Data privacy is a civil right. Americans value their privacy, both in the physical world and online. The privacy initiative collected more than double the amount of needed signatures and a recent PEW Research Center study found that 91% of adults agree that consumers have lost control over how personal information is collected and used by companies.

The above listed consumer privacy groups have been at the forefront to enact meaningful privacy protections in California. The California Consumer Privacy Act of 2018 takes a positive first step toward protecting consumer data.

Once AB 375 was passed, SB 1121 was amended to address the industry's technical concerns; added a whole host of exceptions; and fine-tuned the private right of action for data breach. Now that these legitimate concerns have been addressed, we urge the Legislature to continue to protect this important Act and protect Californians' privacy rights.

Various industry interests have expressed strong interest in weakening the Act before they must comply on January 1, 2020. Our organizations are subject matter experts in this complicated area of law, which include statutory intricacies as well as state and federal case law. **Please contact us if your office is approached to carry one of these bills as we would be glad to discuss the policy ramifications.**

cc: Assembly Privacy and Consumer Protection Committee  
Assembly Judiciary Committee  
Senate Judiciary Committee