



March 25, 2025

Honorable Rebecca Baur-Kahan
Chair, Assembly Privacy and Consumer Protection Committee
1020 N Street, Room 162
Sacramento, CA 95814

RE: AB 1355 (Ward) – The California Location Privacy Act of 2025 –
SUPPORT

Dear Chair Baur-Kahan:

The Consumer Federation of America (CFA) is pleased to support AB 1355, The California Location Privacy Act of 2025, which places reasonable restrictions on the unnecessary collection, use and sale of location information.

CFA is an association of non-profit consumer organizations that was established in 1968 to advance the consumer interest through research, advocacy, and education.

Location data is among our most sensitive information; it can expose sensitive information such as medical conditions, sexual orientation, political activities, and religious beliefs. When collected across time, this information can reveal every aspect of a consumer's life. Now more than ever it is imperative we protect the privacy rights of our communities, especially with increased attacks targeting our immigrant, Black, and Brown community members, and individuals seeking health services, such as reproductive health and gender-affirming care. California must take bold action to ensure consumers are protected and their location information is secure. The California Location Privacy Act answers this call.

Californians are in a state of constant surveillance, and our location is constantly being tracked and stored for uses not disclosed at the time of its collection. And while California is a leader in consumer privacy protection, much of our laws revolve around an opt-in/out model. Unfortunately, such opt-in processes typically do not explain to the consumer who will receive their location information or how it will be used. Additionally, consumers often have no choice but to opt-in to a the broad collection and use of their location information in order to receive services required for day-to-day activities.

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The California Location Privacy Act will address these issues, safeguard the privacy of Californians by ensuring location information is secure and not sold to the highest bidder. AB 1355 will ban the sale of location data of anyone in California. AB 1355 will also ban entities from collecting, using, or storing location information of an individual unless doing so is necessary to provide goods or services requested by that individual and the individual has expressly opted into the collected or use of their location information for that purpose.

The unnecessary collecting and sharing of location information undermines our civil liberties and puts our most vulnerable populations at risk of stigma, discrimination, and violence. AB 1355 will ensure Californians have strong, sensible protections for their location information. For the above reasons, on behalf of CFA, we respectfully urge your “YES” vote on AB 1355 when it comes before you in the Assembly Privacy and Consumer Protection Committee.

Sincerely,

Ben Winters

