



July 14, 2025

Chair Thomas Umberg
Senate Judiciary Committee
1021 O Street, Suite 7510
Sacramento, CA 95814

RE: AB 322 (Ward) – The California Location Privacy Act of 2025 – SUPPORT

Dear Chair Umberg,

The undersigned organizations write today in strong support of AB 322, the California Location Privacy Act of 2025, which places reasonable restrictions on the unnecessary collection, use, and disclosure of location information. Location data is among our most sensitive information. When collected across time, this information can reveal every aspect of a person's life, such as medical conditions, sexual orientation, political activities, and religious beliefs. This type of data

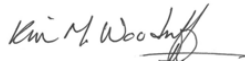
has been used by scammers to facilitate financial fraud, retailers to generate differential pricing, and can be aggregated and shared with a number of other bad actors. Additionally, it is imperative we protect the privacy rights of our communities, especially with increased attacks targeting immigrants, Black and Brown community members, LGBTQ people, and individuals seeking reproductive health care. California must take bold action to ensure consumers are protected and their location information is secure. AB 322 answers this call.

Californians are in a state of constant surveillance, and our location is constantly being tracked and shared for uses not disclosed at the time of its collection. And while California is a leader in consumer privacy protection, many of our laws revolve around an opt-in/out model. Unfortunately, such consent 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 consent to the broad collection, use, and even sale of their location information in order to receive services required for day-to-day activities.

The California Location Privacy Act of 2025 will address these issues, safeguard the privacy of Californians by ensuring location information is secure by default and not sold to the highest bidder. AB 322 will ban the sale of location data of anyone in California. AB 322 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.

The unnecessary collecting and sharing of location information undermines our basic expectation of privacy, puts consumers at risk for fraud, scams, and unfair pricing, and puts our most vulnerable populations at risk of stigma, discrimination, and violence. AB 322 will ensure Californians have strong, sensible protections for their location information. For the above reasons, we support AB 322.

Sincerely,



Kim Woodruff
Board Secretary
PFLAG Sacramento



Rindala "Rin" Alajaji
Legislative Activist
Electronic Frontier Foundation (EFF)



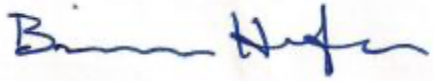
Caitriona Fitzgerald
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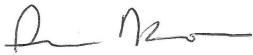
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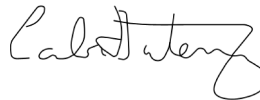
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CC: Members and Consultants, Senate Judiciary Committee