

Prop. 24: Amends Consumer Privacy Laws. Initiative Statute.



Prop. 24: The Way It Is Now

- In 1972 State Constitution was amended to include right of privacy for all people
- California Consumer Privacy Act of 2018 (CCPA) gives consumers the right:
 - To learn what information is collected about them
 - To delete their personal information
 - Stop businesses from selling their information
- CCPA went into effect in January 2020
- Some believe that stronger laws need to be enacted

Prop. 24: What It Would Do

- **Changes existing consumer data privacy laws**
 - Reduces the number of businesses that must meet privacy laws
 - Adds or removes data privacy requirements that businesses must meet.
- **Provides new consumer privacy rights**
- **Changes existing penalties and limits the use of penalty revenues. Removes 30-day period for businesses to remedy privacy violations**
- **Creates a new state agency to oversee and enforce consumer data privacy laws.**

Prop. 24: Fiscal Impact

- **\$10 Million allocated from State General Fund to support new agency**
- **The total net impact on the economy and state and local revenue is unknown.**
 - Increased or decreased business taxes
 - May increase Dept. of Justice and Court costs

Prop. 24 Arguments

Supporters say

- Businesses try to weaken 2018 CCPA, need stronger laws
- Prop 24 would provide large fines for negligent data breaches

Opponents say

- Too soon to make changes to the CA Consumer Privacy Act
- Allows “pay for privacy”
- Prop 24 was written behind closed doors with input from big tech

Neither for nor against

The Electronic Frontier Foundation (EFF) issued a statement taking no position on Prop 24—“EFF does not support it; nor does EFF oppose it.” EFF described Proposition 24 as “a mixed bag of partial steps backwards and forwards.”

Prop. 24: Financial Support

Supporters: \$4.8 Million--Yes on 24, Californians for Consumer Privacy, Alistair MacTaggart is principal donor--\$5.4 Million

Yes on 24 Notables: Andrew Yang, Tom Steyer, Common Sense Media, NAACP, & The CA Professional Firefighters

Opponents: \$0.20 Million--California Consumer and Privacy Advocates Against Prop 24

No on 24 Notables: Labor Icon Dolores Huerta, ACLU of CA, Consumer Federation of CA, Californians for Privacy Now, & Color of Change.

Prop. 24: Yes or No?

- A **“YES”** vote supports expansion of consumer data privacy laws, including opt out of sharing personal information; remove penalty time period and create the Privacy Protection Agency to enforce the state’s consumer data privacy laws.
- A **“No”** vote opposes expansion of the state’s consumer data privacy laws or to create the Privacy Protection Agency