

CALIFORNIANS FOR CONSUMER PRIVACY

WHY CPRA

The new initiative is called the California Privacy Rights Act (CPRA).

If passed, it would:

- 1) **Make it almost impossible to weaken privacy in California in the future, absent a new initiative allowing such weakening.** CPRA would give the California Legislature the power to amend the law via a simple majority, but any amendment would *have to be* “in furtherance of the purpose and intent” of CPRA, which is to enhance consumer privacy. This would protect privacy in California from a business onslaught to weaken it in Sacramento.
- 2) **Establish a new category of sensitive personal information (SPI), and give consumers the power to restrict the use of it. SPI includes:** *SSN, DL, Passport, financial account info, precise geolocation, race, ethnicity, religion, union membership, personal communications, genetic data, biometric or health information, information about sex life or sexual orientation.*
- 3) **Allow consumers to prohibit businesses from tracking their precise geolocation for most purposes, including advertising, to a location within roughly 250 acres.**
 - a. This would mean no more tracking consumers in rehab, a cancer clinic, at the gym (for how long) at a fast food restaurant (how often), sleeping in a separate part of the house from their partner (how recently), etc., all with the intention of monetizing that most intimate data that makes up people’s lives.
- 4) **Add email + password to the list of items covered by the ‘negligent data breach’ section** to help curb ID theft. Your sensitive information (i.e. your health or financial data) would now include your email and password; and if mishandled, you would be able to sue the business for damages, without having to prove an actual financial loss (and let’s face it—who can ever link the data breach from one company, to the ID theft six months later. It’s impossible, and this would change that).
- 5) **Establish the California Privacy Protection Agency** to protect privacy for Californians, funded with \$10M from the State’s General Fund
 - a. **This funding would equate to roughly the same number of privacy enforcement staff as the FTC has to police *the entire country* (the FTC has 40 privacy professionals).**