

# **Public Affairs Update & Priorities**

**March 8, 2024**

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Deputy Director, Public & External Affairs

# **PUBLIC AFFAIRS**

**Roles & responsibilities**



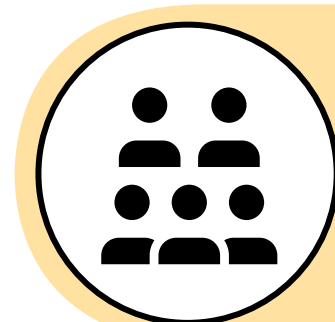
**PUBLIC EDUCATION CAMPAIGN**



**EXTERNAL COMMUNICATIONS**



**INTERNAL COMMUNICATIONS**



**BOARD MEETING LOGISTICS**

# HIGHLIGHTS

## Media Relations

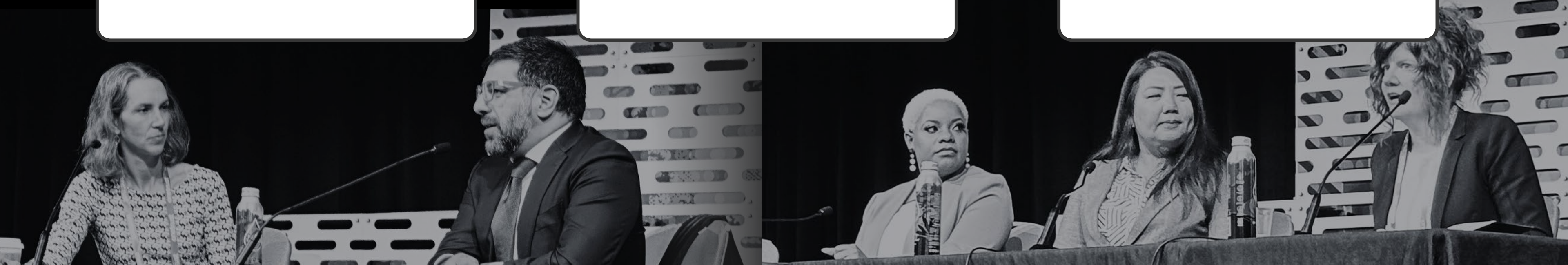
- Announcements and press releases
- Communication plans
- Press ListServ

## Speaking Program

- Writing talking points
- Increase in 2024

## Recruitment Efforts

- Growing our team
- Promoted jobs and internships
- Careers ListServ
- CPPA website updates



# HIGHLIGHTS

## Thematic Social Media

- Cybersecurity Awareness Month
- Data Privacy Week
- Data Brokers

## CPPA Website Updates

- Business guidance documents
- Remediation of documents in-house

## Privacy.ca.gov

- Launched in two months
- Managed by CPPA staff

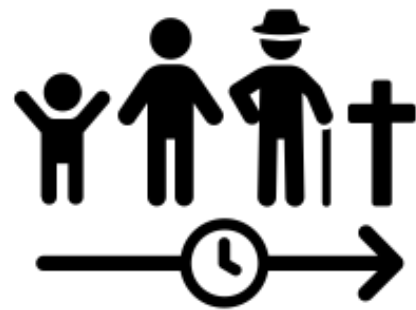
## Polling

- Groundwork for public education campaign

# Polling

# POLLING

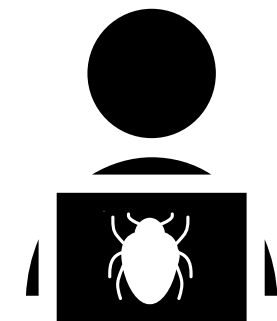
## KEY TAKEAWAYS



**U-Shaped relationship  
between age & privacy**



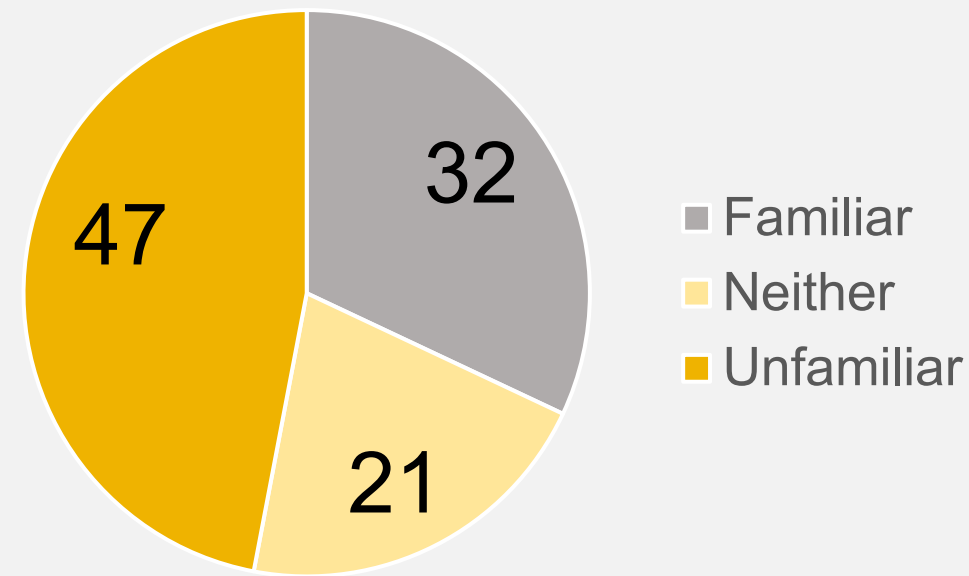
**Californians lack  
specific understanding  
of their privacy rights**



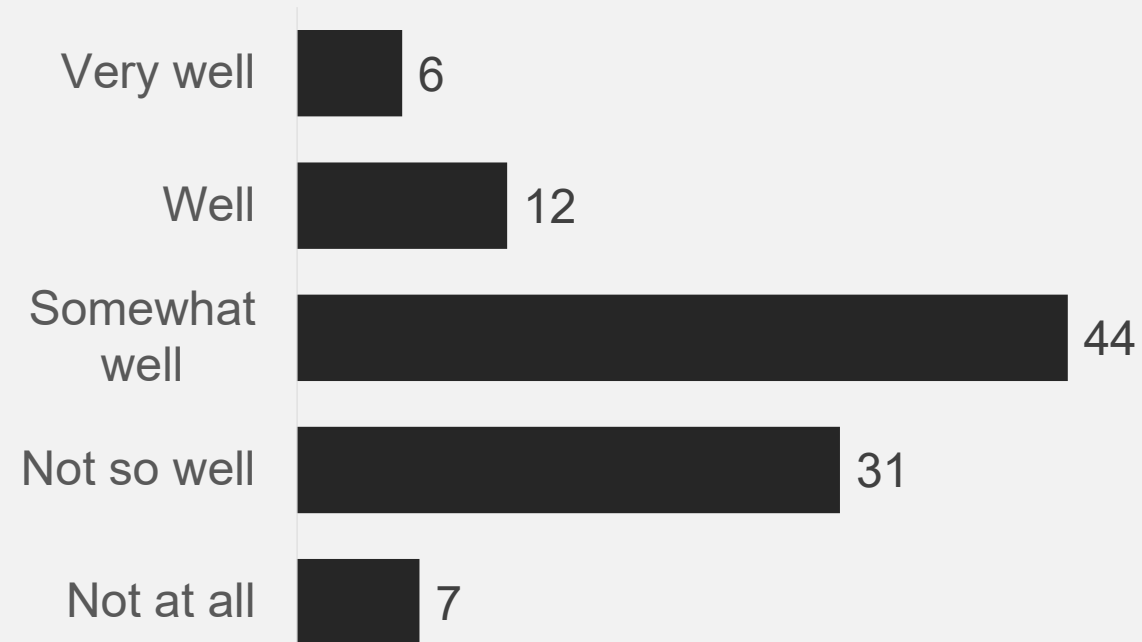
**Most Californians are  
worried about their  
personal info being stolen  
or sold/shared**

# Polling Highlights

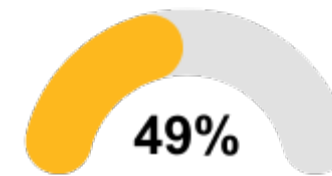
## FAMILIARITY WITH CPPA



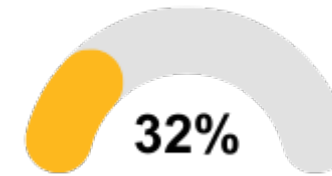
## AWARENESS: COLLECTION OF PERSONAL INFORMATION



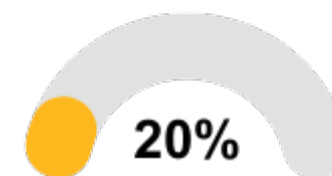
## HAVE YOU EVER ASKED A BUSINESS TO...



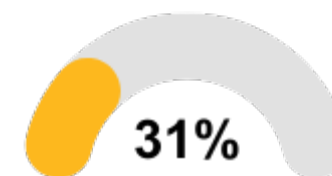
Not sell or share your personal information?



Delete your personal information?



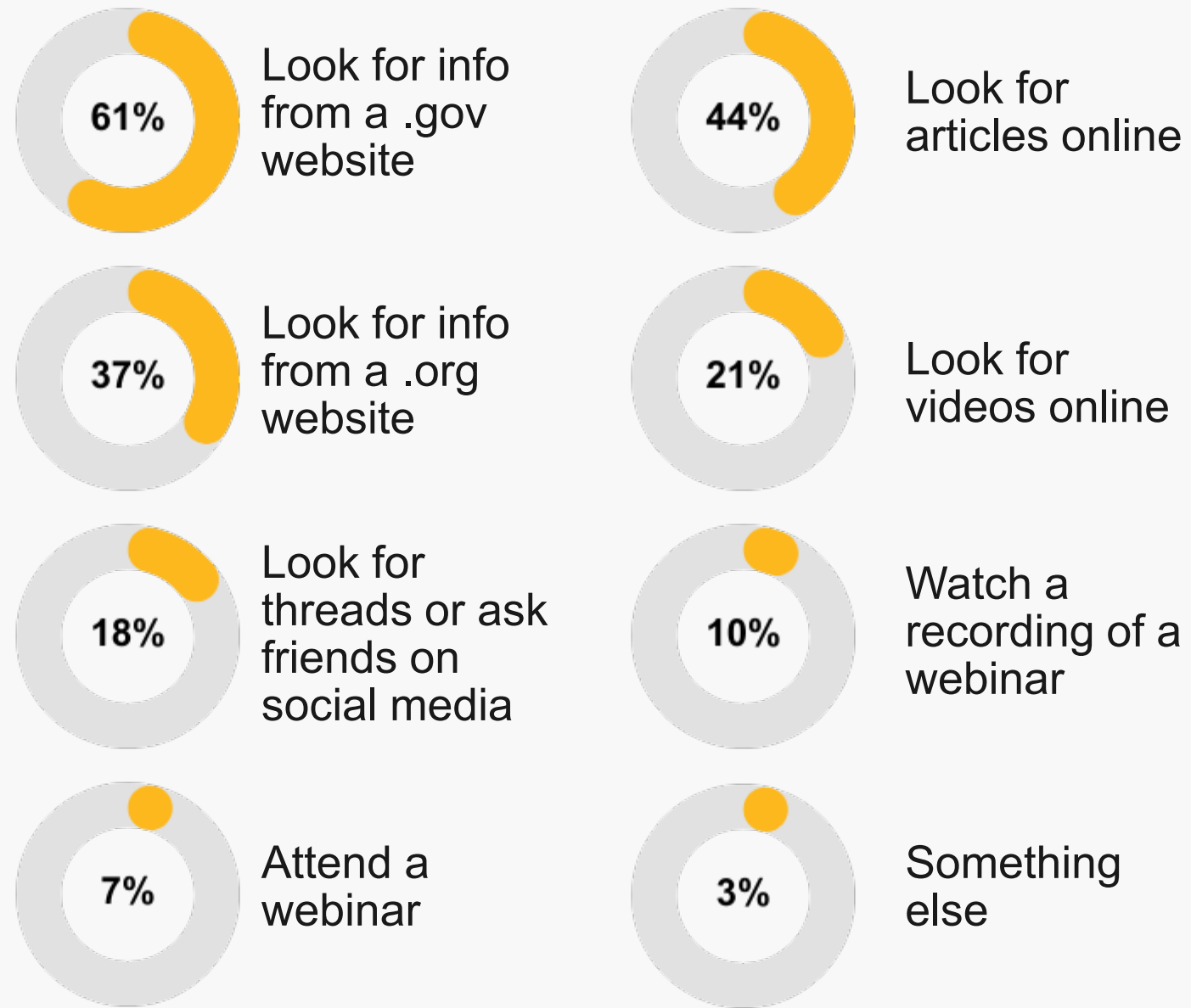
Tell you the specific pieces of information they have collected about you?



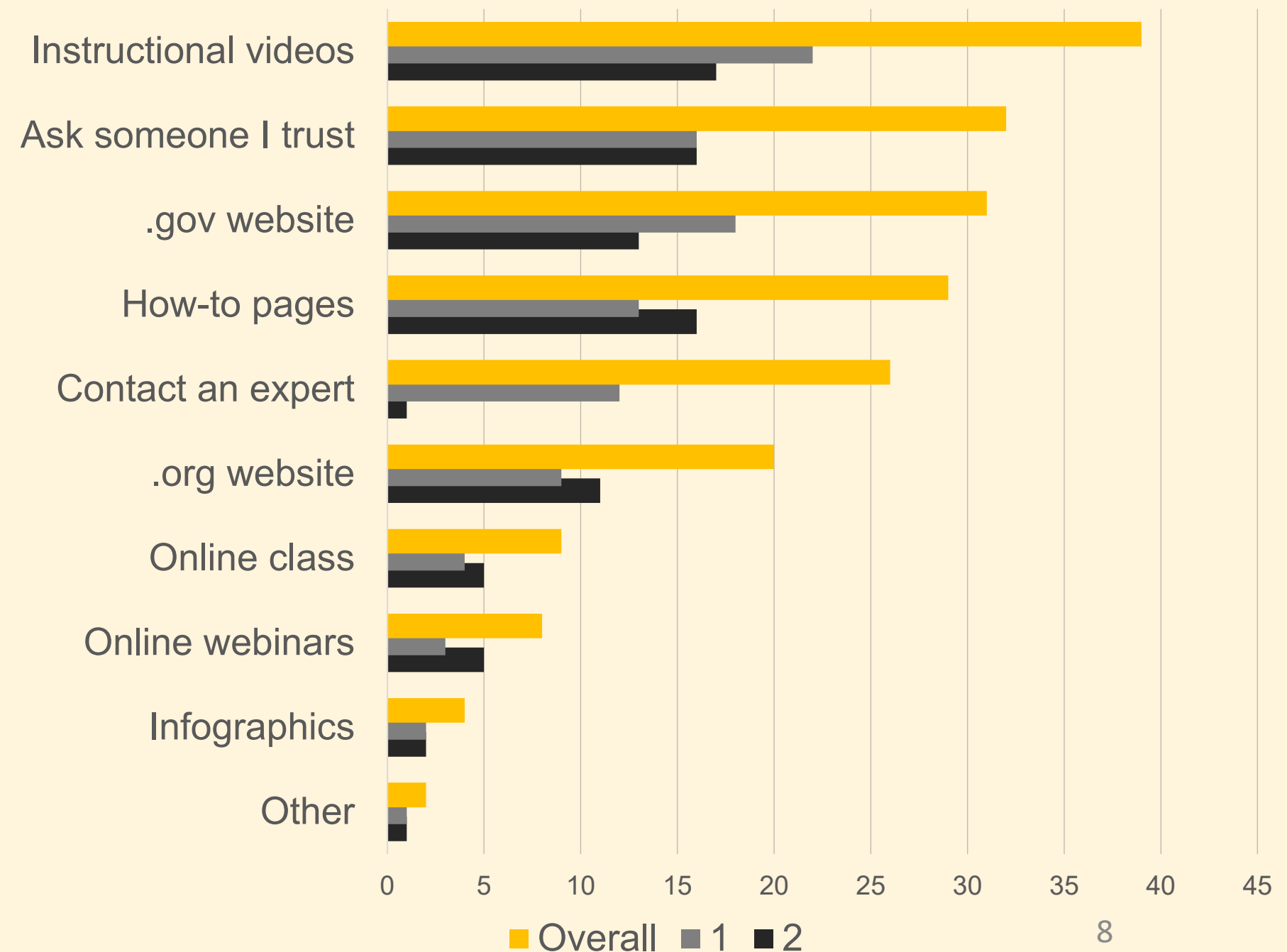
Correct inaccurate personal information they have collected about you?

# Polling Highlights

## TOP 2 SOURCES TO LEARN HOW TO PROTECT YOUR PERSONAL INFORMATION



## TOP 2 SOURCES TO UNDERSTAND TECHNICAL INFORMATION



\*Respondents ranked first and second choices, % represent total of all respondents.



# Public Affairs Campaign



## PHASE ONE

Preparation

## PHASE TWO

Groundwork

## PHASE THREE

Launch

# Ad Campaign Examples



▶ Sample 30 second radio ad



# WHAT'S TO COME IN 2024



**Radio  
ads**



**Animation  
videos**



**Out of  
home ads**



**Digital  
ads**



**Speaking  
events**



**Grassroots  
outreach**

# WHAT'S TO COME IN 2024



**Growing  
our team**



**Enhancing  
[privacy.ca.gov](https://www.privacy.ca.gov)**



**Social media  
improvements**



**[cppa.ca.gov](https://www.cppa.ca.gov)  
Improvements**



**Formal branding  
& style guide**



# **DIGITAL ADS APPROACH**