Public Affairs Update & Priorities

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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
Have you ever asked a business to...

- Not sell or share your personal information? 49%
- Delete your personal information? 32%
- Tell you the specific pieces of information they have collected about you? 20%
- Correct inaccurate personal information they have collected about you? 31%
Polling Highlights

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

- Look for info from a .gov website: 61%
- Look for articles online: 44%
- Look for info from a .org website: 37%
- Look for videos online: 21%
- Look for threads or ask friends on social media: 18%
- Watch a recording of a webinar: 10%
- Attend a webinar: 7%
- Something else: 3%

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

**TOP 2 SOURCES TO UNDERSTAND TECHNICAL INFORMATION**

- Instructional videos
- Ask someone I trust
- .gov website
- How-to pages
- Contact an expert
- .org website
- Online class
- Online webinars
- Infographics
- Other

Overall, 1, 2

0 5 10 15 20 25 30 35 40 45

Overall 1 2
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
- Social media improvements
- cppa.ca.gov Improvements
- Formal branding & style guide
DIGITAL ADS APPROACH