

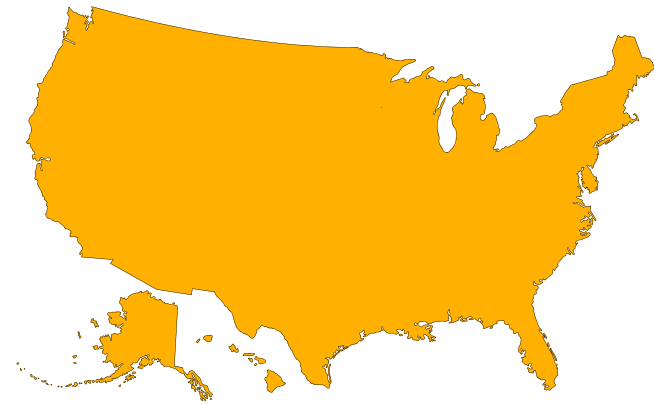


Agenda Item 4

Legislation Update & Agency Proposals

Maureen Mahoney
Deputy Director of Policy & Legislation

Policy and Legislation Update



**Federal
Legislation**



**California
Legislation**

Federal Privacy, 2024 Overview

Federal Legislation



- American Privacy Rights Act
- Kids Online Safety Act
- Children & Teens Online Privacy & Protection Act

Federal Rulemakings



- CFPB, Protecting Americans from Harmful Data Broker Practices
- FTC, Children's Online Privacy Protection Rule
- FTC, Trade Regulation Rule on Commercial Surveillance and Data Security







California Legislative Overview, 2024

BY THE NUMBERS

- 50+** Privacy/AI bills were introduced during the 2024 session
- 23** Privacy/AI bills signed into law
- 11** Varied focus areas
- 4** Privacy/AI bills were vetoed

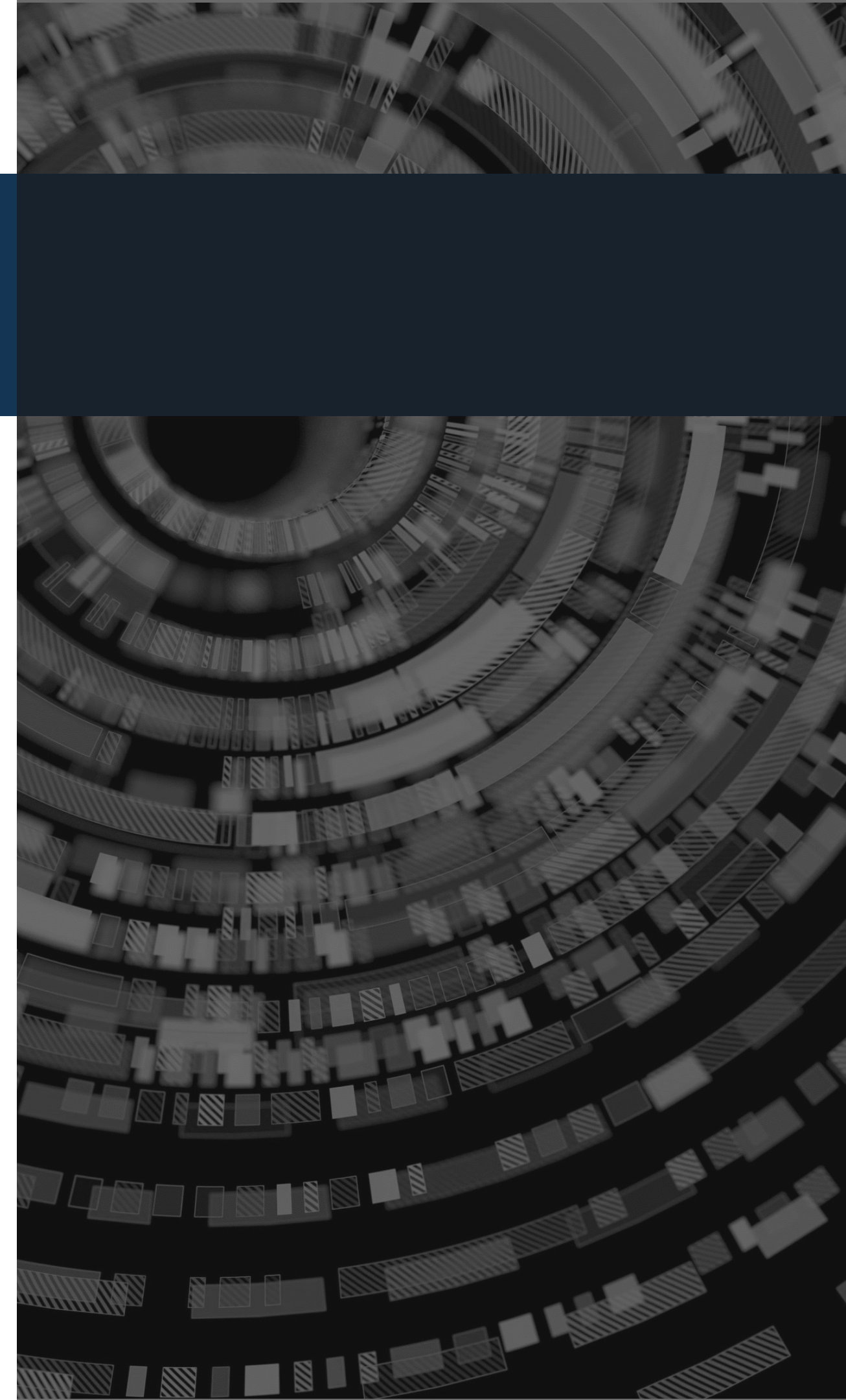
CA Privacy/AI Legislative Developments 2024

California Consumer Privacy Act Bills

Status	Legislation
 Vetoed	AB 3048 — CPPA Sponsored bill, Opt-out preference signals
 Vetoed	AB 1949 — CPPA Supported bill, Children's privacy
 Signed	SB 1223 — CPPA Supported bill, Neural data
 Signed	AB 1008 — CPPA Supported bill, Personal information
 Signed	AB 3286 — CCPA Monetary thresholds, grants
 Signed	AB 1824 — Opt-out right: mergers

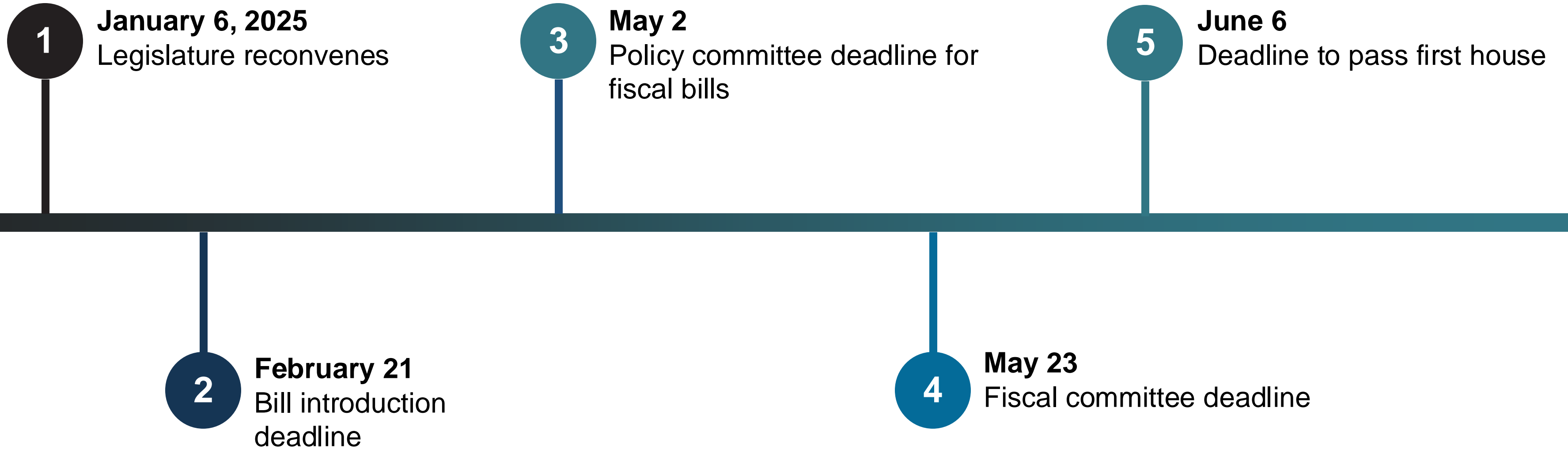
18 AI BILLS ADOPTED

- Privacy
- Safety
- Transparency
- Media & Entertainment
- Elections
- Education
- Healthcare
- Pornography & Deepfakes



California Legislative Process

Policy Bill Timeline 2025



California Legislative Process

Policy Bill Timeline 2025

6

July 8, 2025

Policy committee deadline
in second house

8

September 12

Last day to pass bills

7

August 29

Fiscal committee deadline in
second house

9

October 12

Governor deadline to sign or
veto bills

CPPA-SPONSORED LEGISLATION

AB 3048

(Lowenthal)

**California Consumer Privacy Act of 2018:
Opt-out Preference Signal**

STATUS

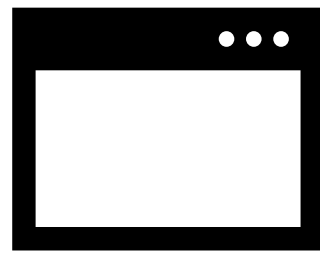
Vetoed by Governor
September 2024

Opt-out preference signals (OOPS) are a simple and easy-to-use way for consumers to opt-out of sale and sharing of their personal information.

Receiving businesses are required to honor these signals, but most consumers don't have easy access to them.

This bill addresses that by requiring browsers and mobile operating systems to offer opt-out preference signals.

Updated OOPS Bill Proposal



Limit opt-out signal requirement to browsers



Develop broad coalition of support



Work with Governor's office, legislature, and stakeholders to further refine legislation