



Annual Public Affairs Update

May 1, 2025

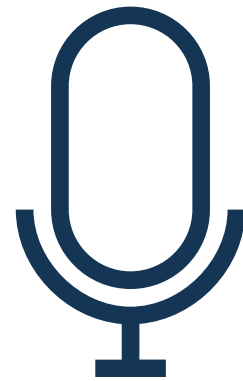
**Megan White, Deputy Director
Public & External Affairs**

HIGHLIGHTS

LAST 12 MONTHS



Paid Media
Campaign



Media Relations



Outreach

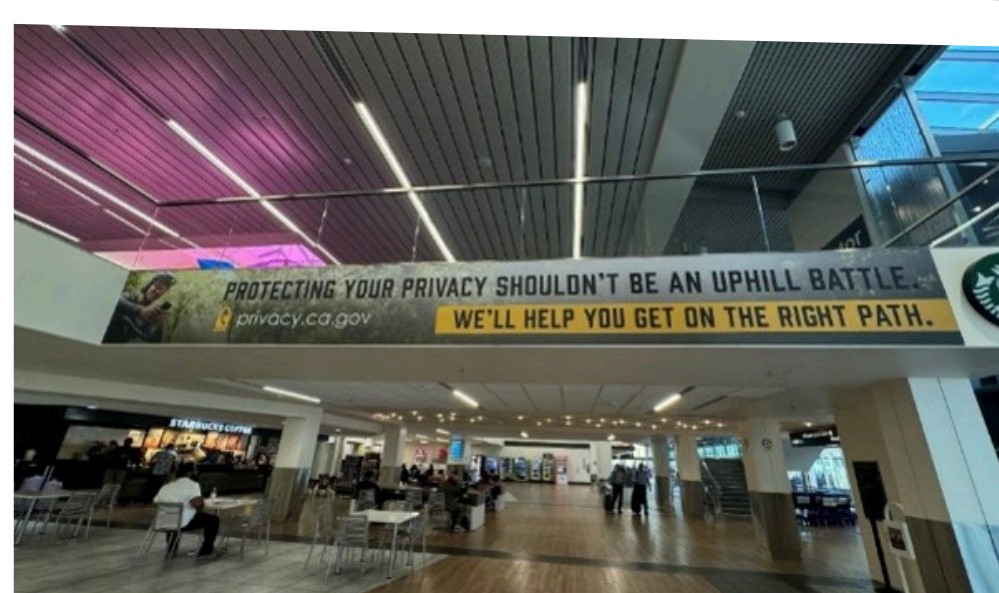
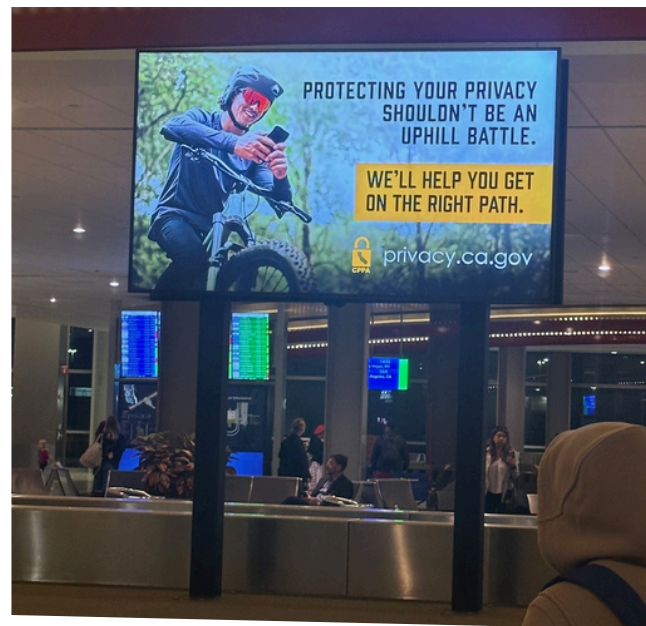


Fully Staffed

PAID MEDIA CAMPAIGN



PAID MEDIA CAMPAIGN



ANNUAL REPORT



AT A GLANCE



Delete Act goes into effect and
Data Broker Registry launches

January 1, 2024

\$170K+

Administrative fines recovered
for data broker noncompliance
settlements in 2024



Disability
Advisory
Committee
established



2

Enforcement
sweeps



30

Speaking events featuring
CPPA speakers in 2024



850+
Statewide ad
placements



5

Supported privacy bills that
were signed into law in 2023-
2024



First Strategic Plan released,
formally articulating mission, core
values, and goals for 2024-2027

400+

Attendees at
Pre-Rulemaking
Stakeholder Sessions

3797

Complaints received
since July 2023

AB 3048

First sponsored bill:
Opt-out Preference
Signals (OOPS)

33

Public meetings

38%

iiiii
Increase in staff from 2023-2024

47

Press releases



MILESTONES

2020



November

CPRA passed by California voters, creating the CPPA

2021



March

CPPA Board appointed

October

First CPPA employee hired

2022



April

Agency obtains rulemaking authority

October

CPPA admitted into Global Privacy Assembly

2023



March

First CCPA regulations finalized

May

CPPA admitted into Asia Pacific Privacy Authorities

July

CPPA receives enforcement authority and conducts its first sweep

October

Delete Act signed into law

2024

January

Launched Data Broker Registry

Launched privacy.ca.gov

February

CPPA sponsors OOPS legislation

April

First Enforcement Advisory: Dark Patterns

June

Partnership with French data protection authority announced

October

Enforcement sweep on data broker compliance

November

First enforcement action: settlements with data brokers

December

Data Broker Registration regulations take effect

NEWS COVERAGE

Bloomberg

Nov. 14, 2024, 8:30 AM PST

Data Brokers Will Pay California Privacy Agency Nearly \$70,000

March 18, 2025, 2:00 AM PDT

California Privacy Agency Pact With Honda Puts Business on Guard

IN THE STATES

The Record.
Recorded Future News

California shuts down data broker for failing to register

POLITICO

Scoop: Meet California's next top privacy boss

By TYLER KATZENBERGER and CHASE DIFELICANTONIO | 03/14/2025 03:10 PM EDT

gt **INDUSTRY INSIDER**

NEWS

State Privacy Agency Publishes First Annual Report

The California Privacy Protection Agency is the nation's first state-level entity dedicated to digital privacy. Its first report spells out its mission, its reach and its accomplishments to date.

NEWS

Privacy Protection Agency Seeks Comments on Proposed New Rules, Regulations

The state agency is proposing changes in the requirements governing cybersecurity, risk assessments and automated decision-making technology. Public comment will be accepted until the CPPA board meets Jan. 14.

KQED

NEWS

California Privacy Agency Fines American Honda Over Consumer Data Violations

LISTEN

SOCIAL MEDIA



X, LinkedIn, and YouTube
Grew by more than **22%**



Added 3 New Platforms
Bluesky, Instagram & Facebook

SOCIAL MEDIA



California Privacy Protection Agency

4,956 followers

1w • 🌐

Eight state regulators have announced their collaboration to implement and enforce privacy laws to protect consumers. The bipartisan group — known as the Consortium of Privacy Regulators — includes the California Privacy ...more

States Announce Bipartisan Collaboration on Privacy



Read the announcement
cppa.ca.gov/announcements

tection Agency

ser to becoming law. The bill has advanced out of
nd now heads to the Assembly Appropriations for

AB 566 Advances Out of the Assembly Privacy Committee



OOPS Bill M
Assembly Appr

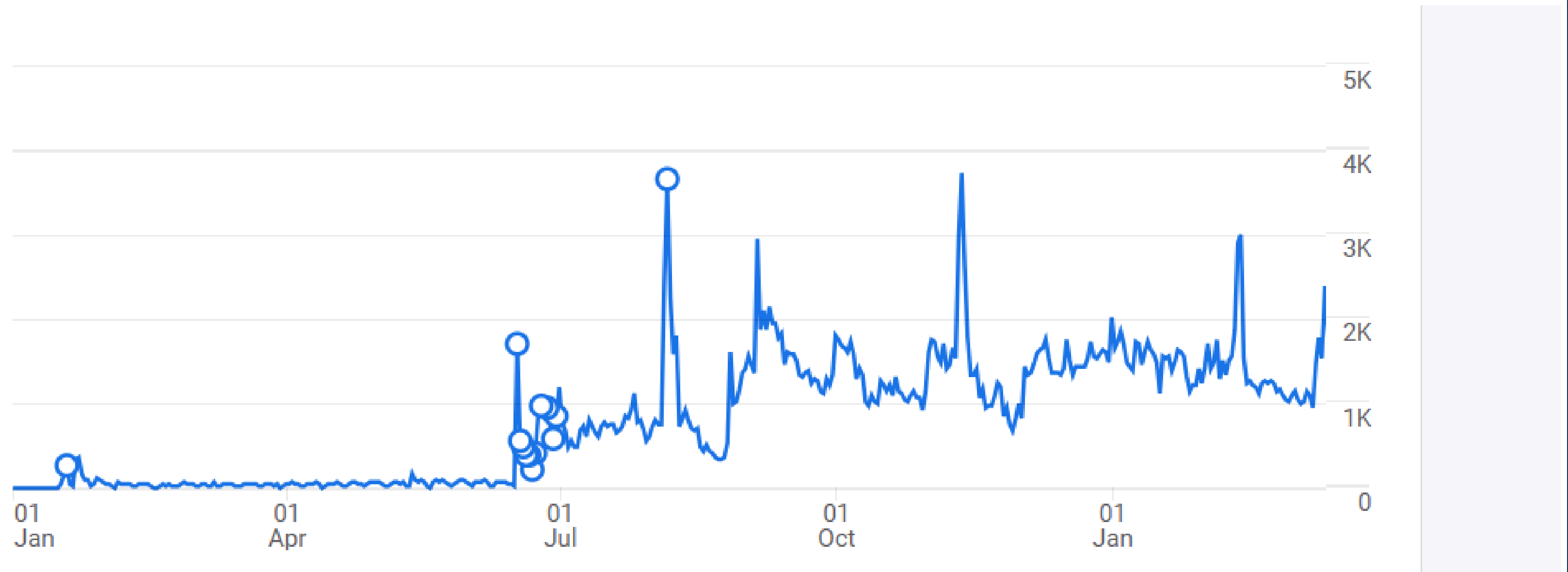
The bill requires brow
operating systems
opt



PRIVACY.CA.GOV WEBSITE TRAFFIC

411,000 visitors

From Inception: January 2024–March 2025



PRIVACY.CA.GOV WEBSITE TRAFFIC



TOP FIVE REGIONS

1. Los Angeles
2. San Jose
3. San Francisco
4. Sacramento
5. San Diego

CPPA BLOG

[What to Expect When Enforcement Comes Knocking](#)

This month The CPPA Blog takes a look at our Enforcement Division's investigation process. While this article is written for legal practitioners and includes legal terminology, we've included language to...

Author: Michael Macko

Published: Mar 25, 2025

[From Vision to Reality: CPPA's Inaugural Annual Report](#)

The California Privacy Protection Agency (CPPA) is proud to announce the release of our inaugural annual report! The report provides a comprehensive look at the Agency's journey from November 2020,...

Published: Mar 4, 2025

[Take Control of Your Data: Practical Tips for Data Privacy Week 2025](#)

As we celebrate Data Privacy Week 2025, the California Privacy Protection Agency (CPPA) invites all Californians to take steps to protect your personal information. This year's theme, "Take Control of..."

Published: Jan 28, 2025

[Rulemaking: How it Works and How to Get Involved](#)


At CPPA's Board Meeting on November 8, 2024, the Agency adopted new data broker regulations and formally advanced a rulemaking package to update existing California Consumer Privacy Act (CCPA) regulations and proposes..

Published: Nov 22, 2024

SPEAKING ENGAGEMENTS



INTERNAL COMMUNICATIONS



April 2025

The CPPA Update

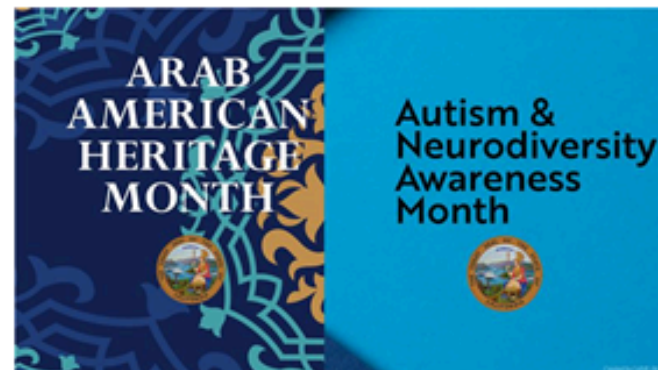
April is here! As the weather warms, we are excited to step into a new chapter with our new Executive Director. We are also looking forward to the next steps with the omnibus regulations package and gearing up to receive public comments related to the DROP system. Exciting progress is on the horizon as we head into Q2 of 2025!

Agency Events

**April 4
CPPA Board Meeting**
At Friday's meeting, the CPPA Board discusses the public comments submitted regarding the omnibus regulation package and next steps in the rulemaking process. Additionally, Chairperson Urban introduced our new Executive Director, Tom Kemp, to the public.

**April 16-25th
Annual State Agency Recognition Award (SARA) Ceremony**
The CPPA was nominated for a SARA award for contracting efforts with small businesses and disabled veteran business enterprises. The Admin Division's Business Operations team will attend the ceremony at the May Lee State Office complex to receive the much-deserved recognition.

Intranet News Posts



April is Arab American Heritage Month and Autism and Neurodiversity Awareness Month

April is Autism and Neurodiversity Awareness Month. This awareness month is important because it highlights the unique ways people think and



Tom Kemp's Swearing In

Tom Kemp has officially joined CPPA as our new Executive Director!

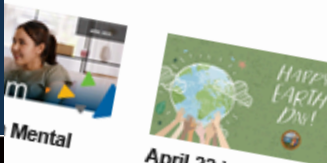
[Read More>>](#)



April Employee Recognition

This month, we're celebrating some incredible milestones and special occasions for our staff.

[Read More>>](#)



April 22 is Earth Day

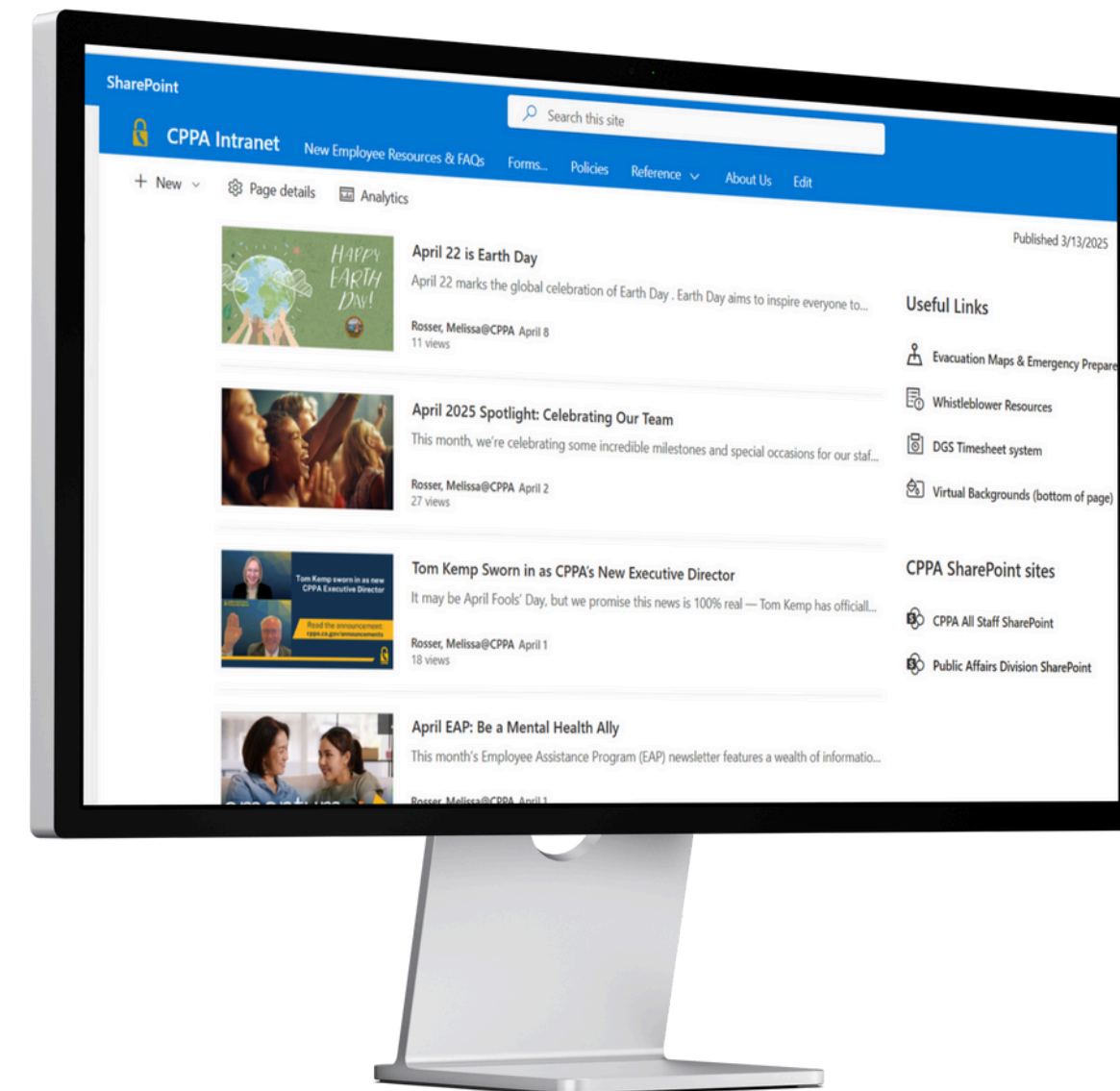
April 22 marks the global celebration of Earth Day. Earth Day aims to inspire everyone to...

[Read More>>](#)



Our Mission

Protect Californians' privacy, ensure that consumers are aware of their rights, businesses are well informed of their obligations, and vigorously enforce the law against businesses that violate consumers' privacy rights.



LOOKING AHEAD

CAMPAIGN PHASES:

PHASE
1

WHO WE ARE

Outreach and
Awareness Phase

PHASE
2

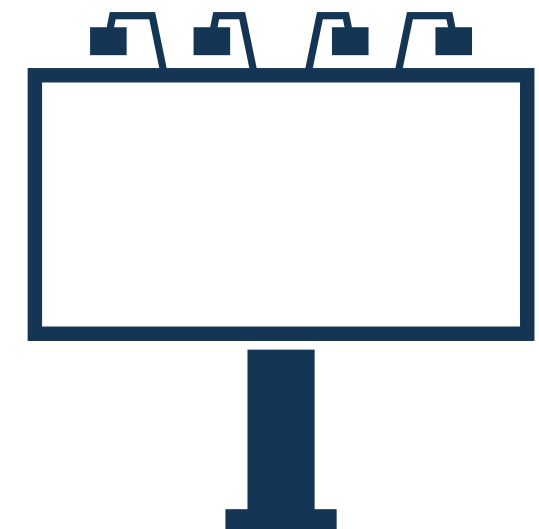
**HOW WE ARE HERE
FOR YOU**

Ways we can help you
protect your privacy

NEW MEDIA BUY

Engaging the Public: Reaching People Where They Are

Direct call-to-action and continue to reach out to diverse communities



VIDEOS LAUNCHING & NEW CREATIVE



VIDEOS LAUNCHING & NEW CREATIVE



INCREASE OUTREACH OPPORTUNITES

FOCUSED OUTREACH TO THE AVERAGE CALIFORNIAN



- Community-based organizations' presentations
- Develop relationships with nonprofits and marginalized groups
- Growing social media channels

Comments/Questions

