



# **ENFORCEMENT UPDATE**

California Privacy Protection Agency

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**Michael Macko, Deputy Director of Enforcement**  
**September 26, 2025**

# **Enforcement Update**

- 1. Consumer complaints**
- 2. Enforcement growth and evolution**
- 3. Priorities and looking ahead**

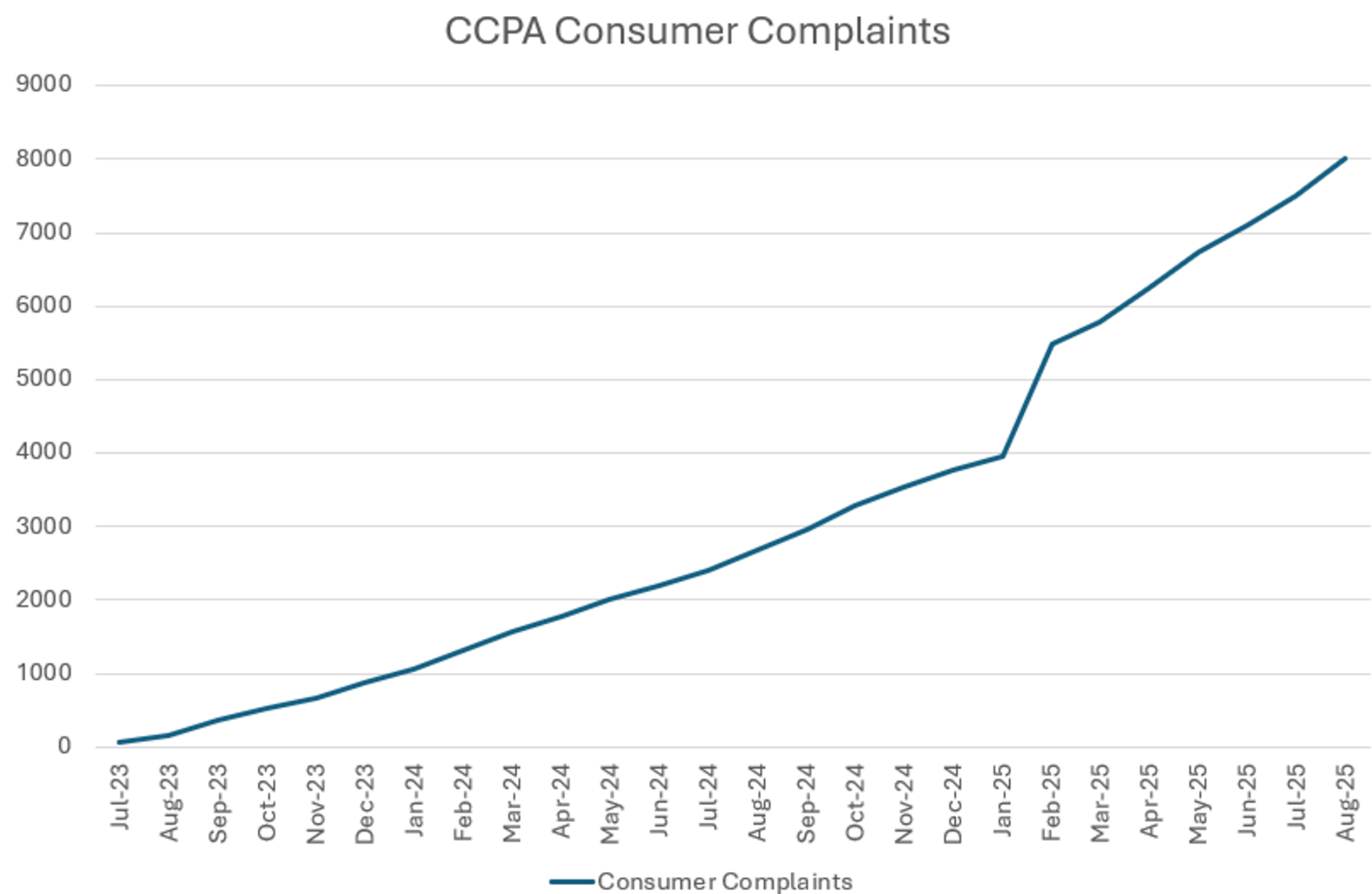
# Consumer Complaints

8,265

**COMPLAINTS**

July 6, 2023 – September 8, 2025

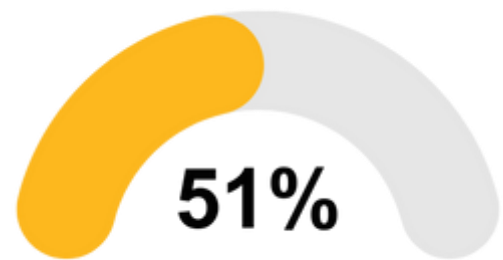
# Consumer Complaints



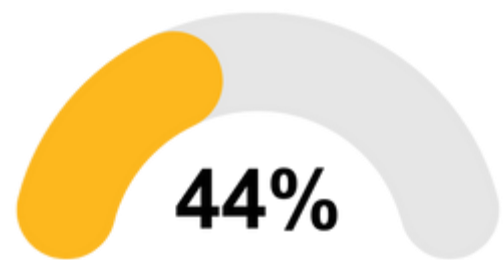
Note: Current through 8/2025

# Categories of Complaints

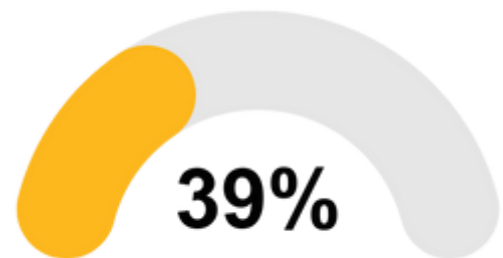
## MOST COMMON



**Right to delete**

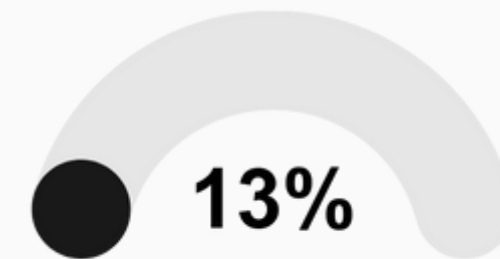


**Collection, use, storing, or  
sharing of personal information**

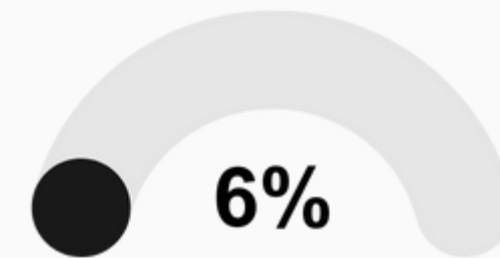


**Right to limit**

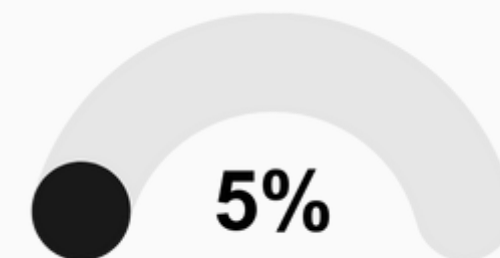
## LEAST COMMON



**Right to correct**

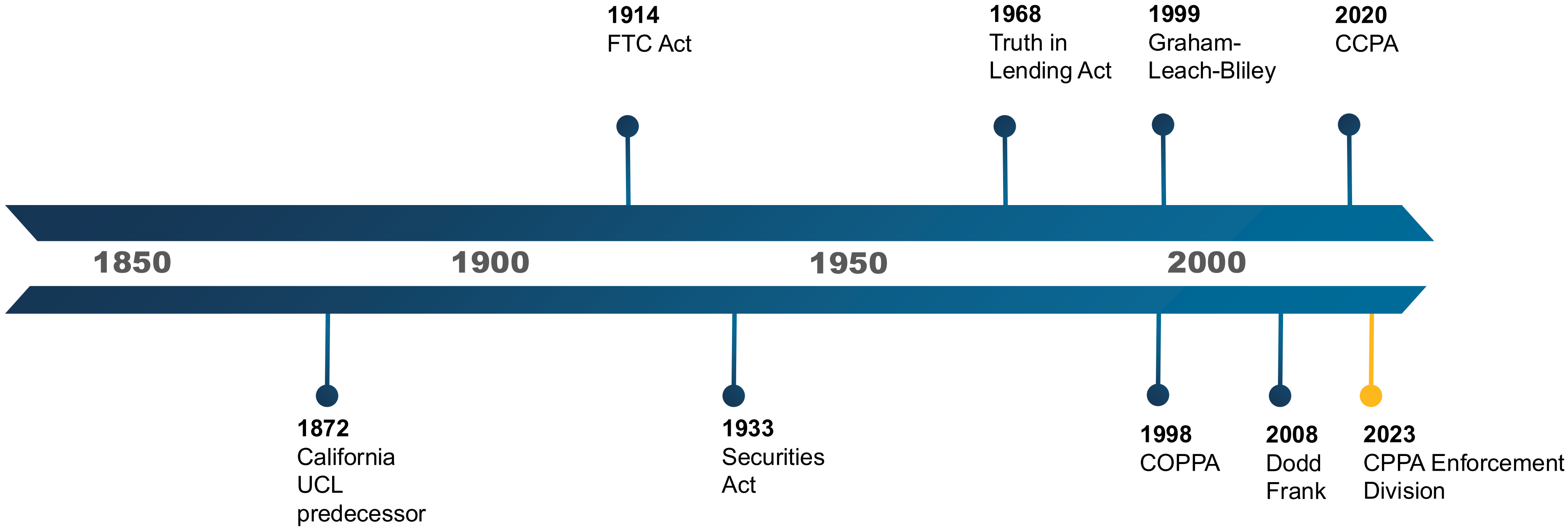


**Children's privacy**

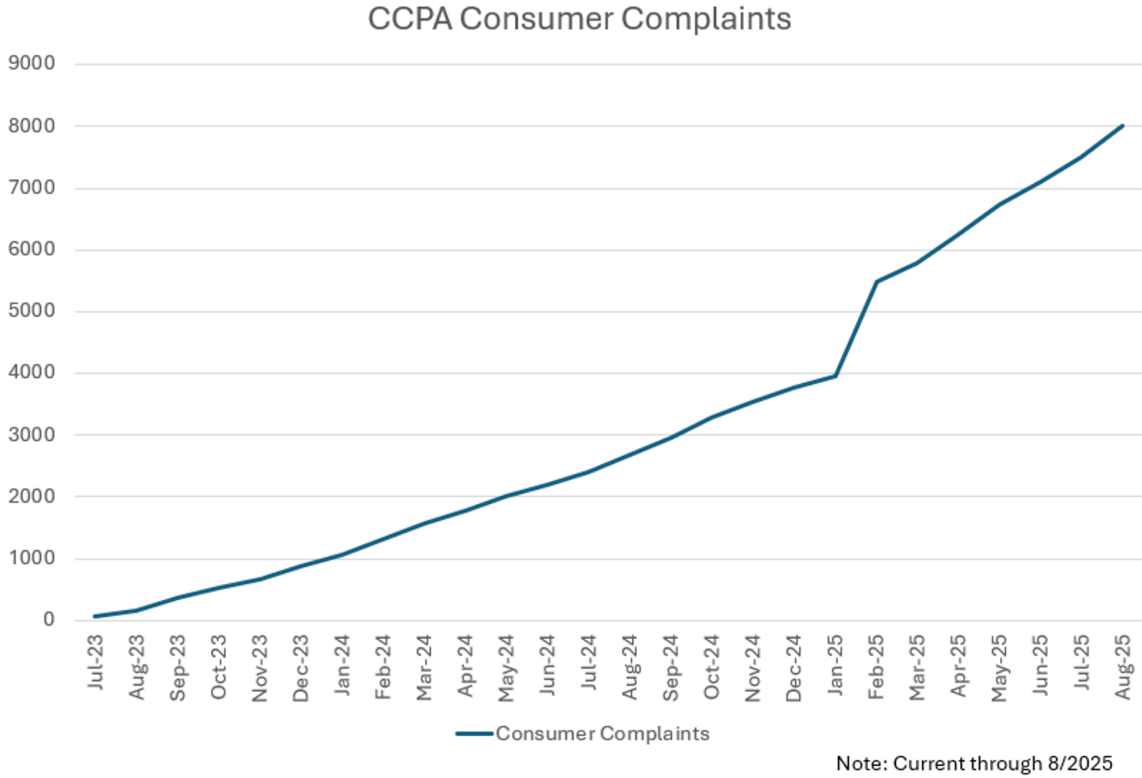
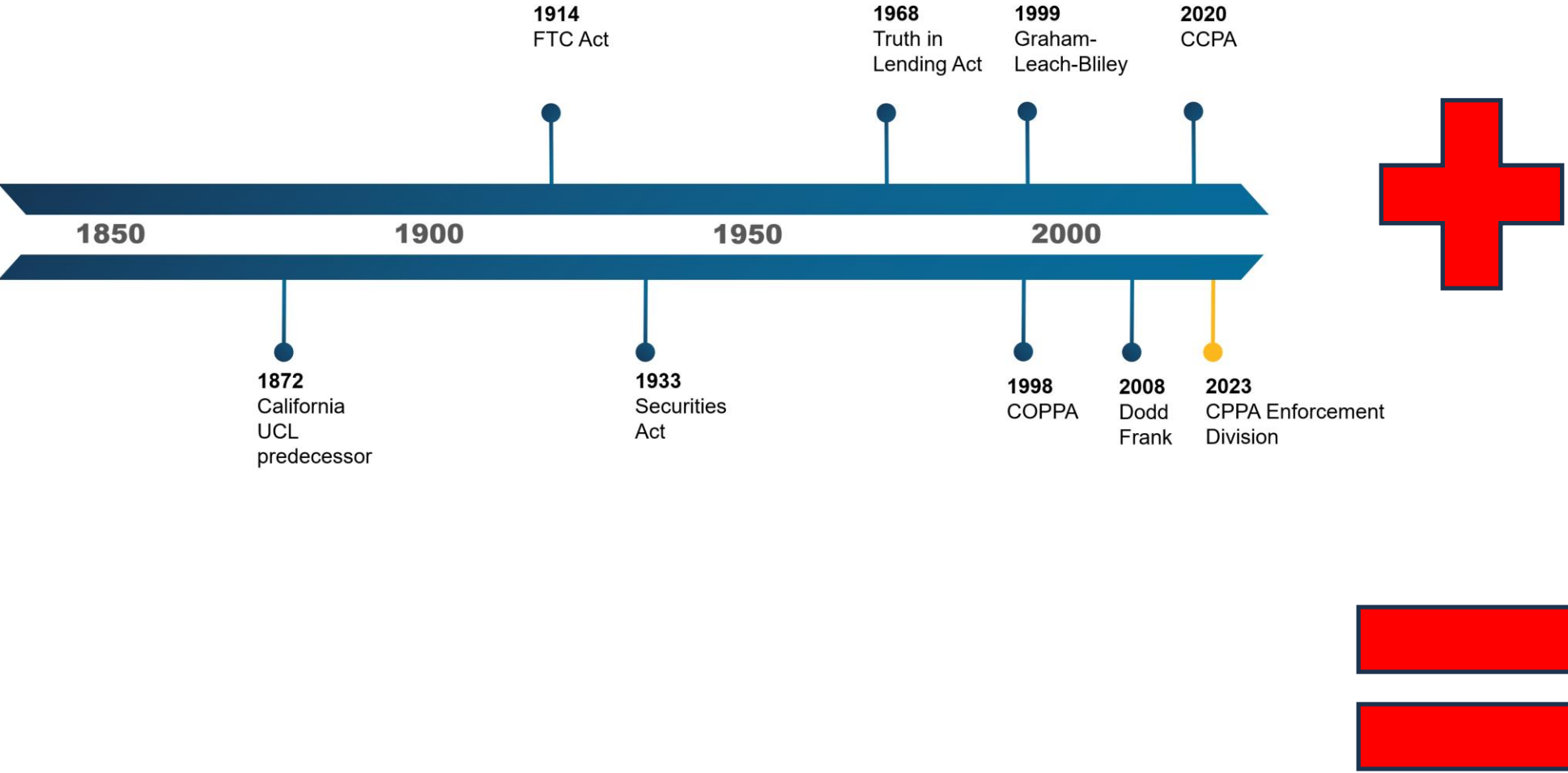


**Financial incentive  
programs**

# Enforcement Evolution: Notable Consumer Protection Laws, 1800s-today



# Enforcement Evolution



[illegible]



# Enforcement Evolution

## State Regulators Form Bipartisan Consortium to Collaborate on Privacy Issues

*News: April 16, 2025*

SACRAMENTO, CA – Eight state regulators are collaborating on the implementation and enforcement of their privacy laws with the shared goal of protecting consumers. The Consortium of Privacy Regulators is a bipartisan effort that includes state Attorneys General and the California Privacy Protection Agency. The regulators have entered into a memorandum of understanding outlining the group's goals, including facilitating discussions of privacy law developments and shared priorities,

The background is a vibrant collage of legal and administrative elements. It features several overlapping white documents with grey horizontal lines representing text. Some documents have blue ink signatures and circular stamps. Yellow folders and file dividers are scattered throughout, some pointing upwards and others downwards. There are also various legal symbols, including a copyright symbol (©) and a shield-in-a-circle symbol. The overall color palette is dominated by white, yellow, and grey, with accents of blue and dark blue.

# **ENFORCEMENT ACTIONS**

# Investigations



# Priorities and Board Feedback

