



Regulations Update

California Privacy Protection Agency

February 27, 2026

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Business Education for New Rules

- “7 Things to Know” guide released December 2025
- Quick Guides and Compliance Checklists for Cybersecurity Audits and Risk Assessments coming Spring 2026
- Quick Guide and Compliance Checklist for Automated Decision-Making Technology coming Summer 2026
- Consumer education about ADMT rights coming Fall 2026

7 THINGS TO KNOW BEFORE CCPA UPDATES TAKE EFFECT

New California Consumer Privacy Act regulations go into effect January 1, 2026

- 1. Risk Assessments**

Businesses must conduct a risk assessment before starting several activities, like processing sensitive personal information, selling/sharing personal information, and using or training certain automated technologies.
- 2. Requests to Opt-out of Selling/Sharing**

Businesses must provide a way for consumers to confirm the status of their opt-out request, including requests submitted through opt-out preference signals.
- 3. Requests to Know**

Businesses that keep personal information longer than 12 months must allow consumers to request to access all their information going back to January 2022.
- 4. Requests to Correct**

Businesses must now inform consumers of their source of the inaccurate information or inform the source of the inaccuracy themselves.
- 5. Maintaining Correct Data**

Businesses must make sure information that has been corrected is not overridden by inaccurate information later received from data brokers.
- 6. Health Data Corrections**

In certain circumstances and at the consumer's request, businesses must disclose the consumer's statement contesting the accuracy of their health information.
- 7. Sensitivity of Youth Data**

The personal information of consumers under 16 years old is now considered sensitive personal information, and its use may be subject to a request to limit.

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 CalPrivacy

Preliminary Rulemaking Topics

- Employee Data
- Notices and Disclosures
- Reducing Friction in Exercising Privacy Rights
- Opt-out Preference Signals
- Data Broker Audits (Delete Act)

Preliminary Rulemaking Schedule

- Staff research and information gathering commenced in November 2025.

Three planned preliminary public comment periods:

- ❖ Reducing Friction in Exercising Privacy Rights & Opt-out Preference Signals – March 2026
- ❖ Employee Data & Notices and Disclosures – April 2026
- ❖ Data Broker Audits – Summer 2026
- Initial recommendations anticipated in second half of 2026