



# **ENFORCEMENT UPDATE**

California Privacy Protection Agency

May 1, 2026

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**Michael S. Macko, Deputy Director of Enforcement**

# OVERVIEW

- Consumer complaints
- Growth and evolution of Enforcement Team
- Enforcement activity and priorities

# **CONSUMER COMPLAINTS**

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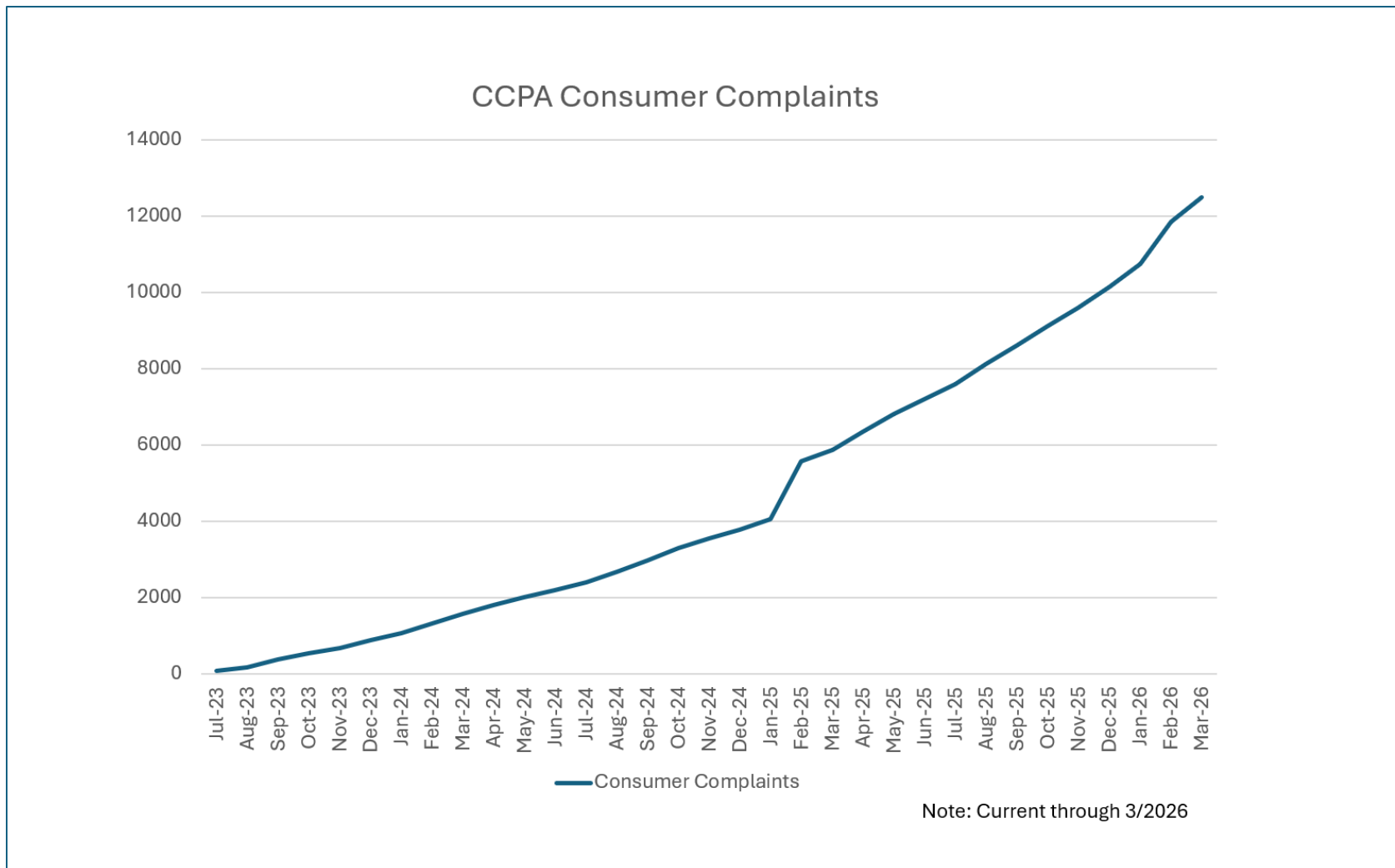
# Consumer Complaints

12,546

**COMPLAINTS**

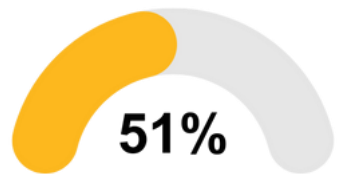
July 6, 2023 – March 31, 2026

# CONSUMER COMPLAINTS

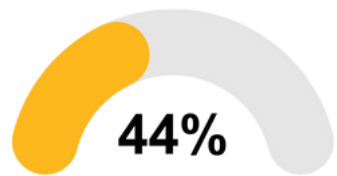


# Categories of Complaints: July 2023-September 2025

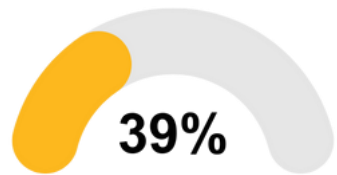
## MOST COMMON



Right to delete

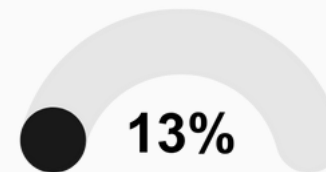


Collection, use, storing, or sharing of personal information

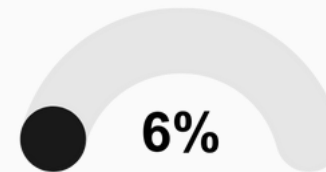


Right to limit

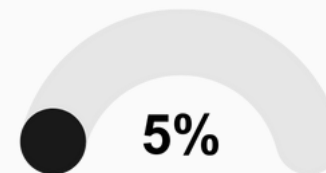
## LEAST COMMON



Right to correct



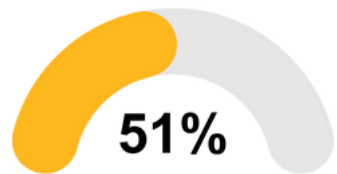
Children's privacy



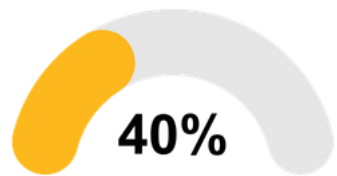
Financial incentive programs

# Categories of Complaints: July 2023-March 2026 (updated)

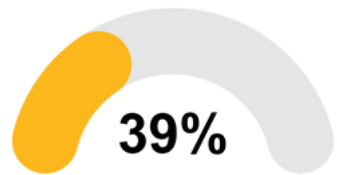
## MOST COMMON



Right to delete

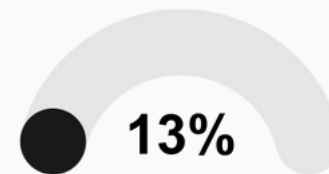


Collection, use, storing, or sharing of personal information

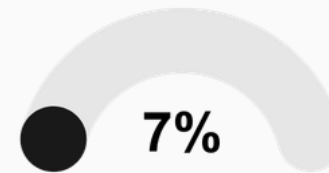


Right to limit

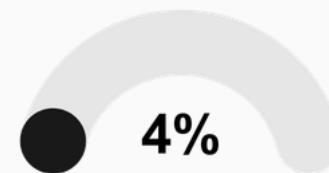
## LEAST COMMON



Right to correct



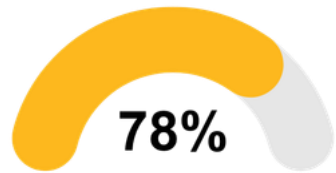
Children's privacy



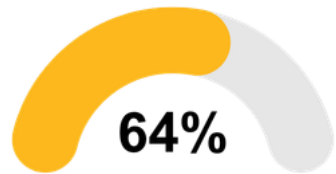
Financial incentive programs

# Categories of Complaints: Q1 2026

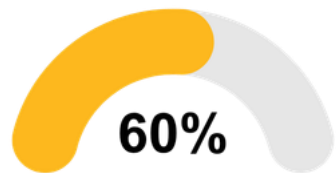
## MOST COMMON



Collection, use, storing,  
or sharing of personal  
information

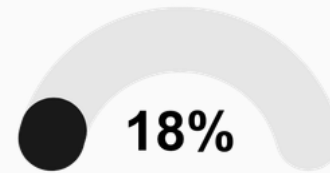


Right to limit

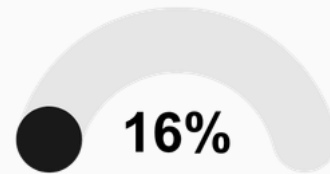


Right to delete

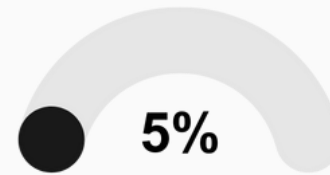
## LEAST COMMON



Children's privacy



Right to correct



Financial incentive  
programs

# ENFORCEMENT TEAM

- Attorneys
- Research Technologists
- Legal Support Professionals

# GROWTH OF ENFORCEMENT TEAM

## Growth to date

- Plans for 2026-27
- Growth in other states

# GROWTH OF ENFORCEMENT ACTIONS

- Sephora (2022)
- CalPrivacy enforcement authority (July 2023)
- Now a dozen CCPA enforcement actions between CalPrivacy and the Attorney General
- Additional ~dozen enforcement actions by CalPrivacy under the Delete Act

# ENFORCEMENT THEMES

- Breadth / scope
- Implementation of privacy rights
- Foundational principles
- Data brokers

# INVESTIGATIONS

- Most of our enforcement time
- Collaboration with other states and jurisdictions
- Audits Division
- Our next steps

# QUESTIONS

