

CalPrivacy Informational Session on Notices, Disclosures, and Privacy Rights: A Review of Challenges and Opportunities Within California's Consumer Privacy Framework

Matt Schwartz, Senior Policy Analyst, Consumer Reports



Roadmap

01 Intro & Background

02 Friction

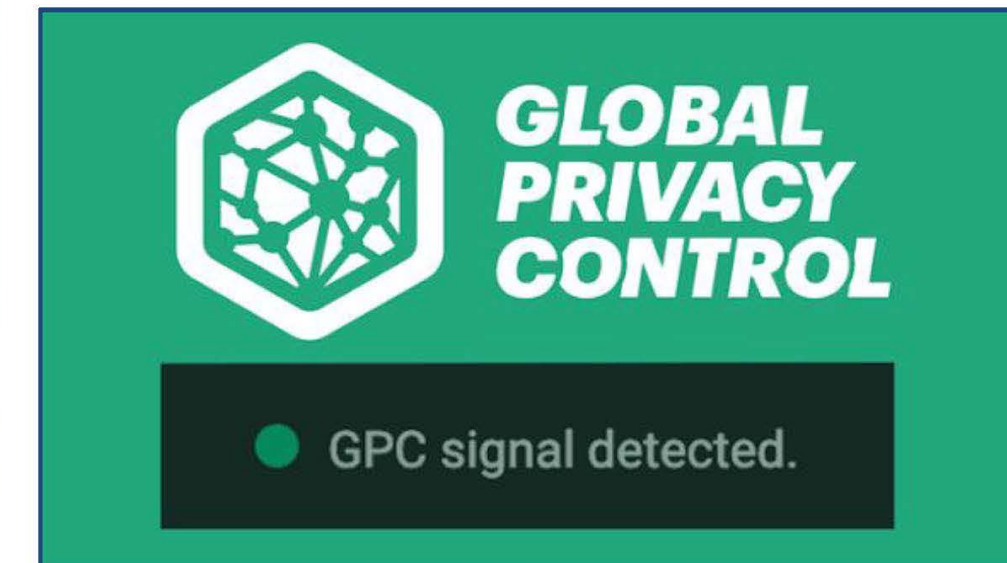
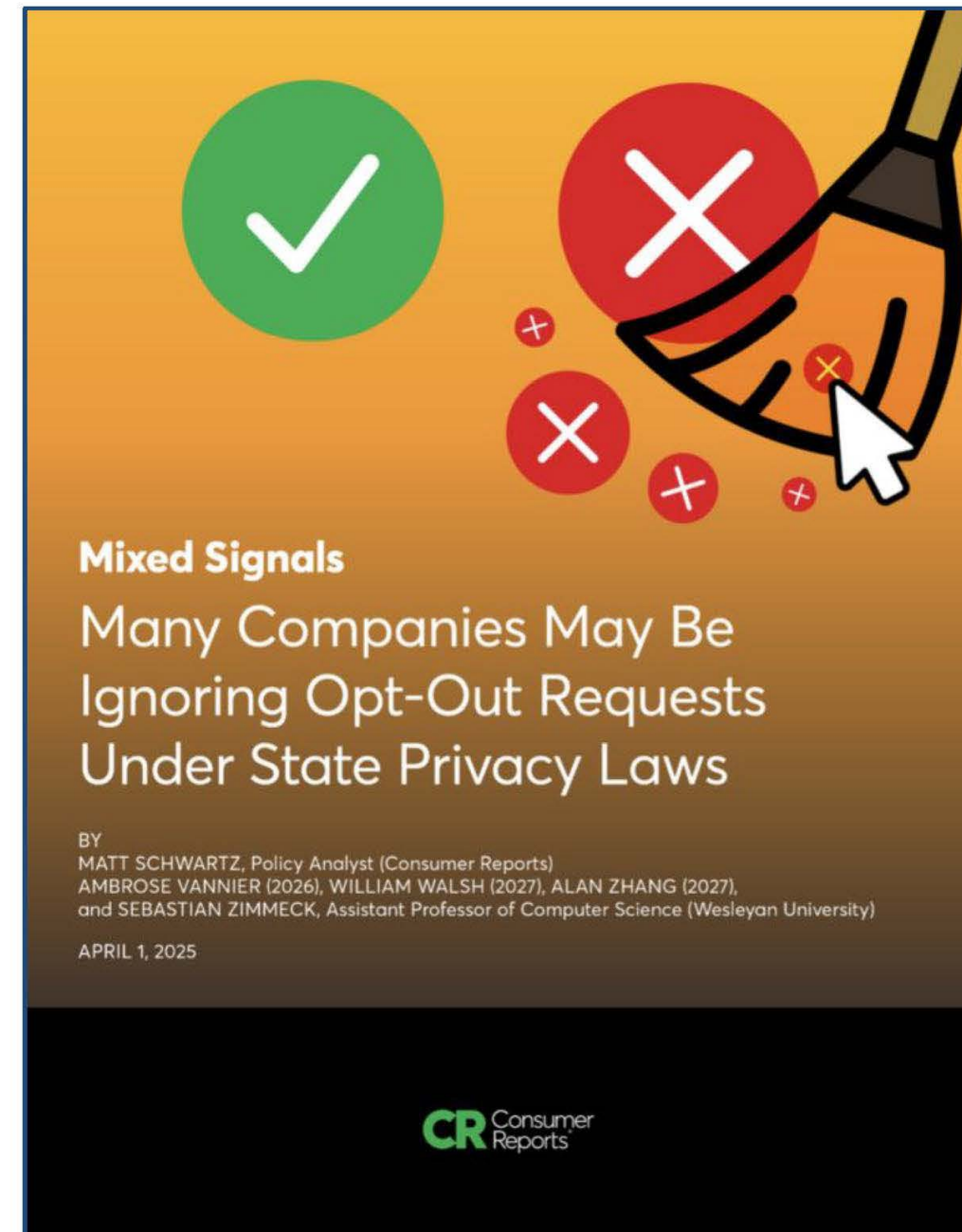
03 Notices

04 Conclusion

Intro & Background on CR

CR's Experience with Privacy Requests & Notices

- Work with volunteers to make privacy requests
- Previously ran an authorized agent app (Permission Slip) that made privacy requests at scale
- Conduct our own policy analyses and investigations
- Founding Member of Global Privacy Control spec
- **CR's View:** *Functioning privacy rights and clear notices are necessary but not sufficient features of privacy laws.*



Companies Make It Hard to Access Your Personal Data Under State Privacy Laws, CR Finds

One-quarter of companies and a third of data brokers failed to fulfill our volunteers' requests



By **Derek Kravitz**
Investigative Reporter

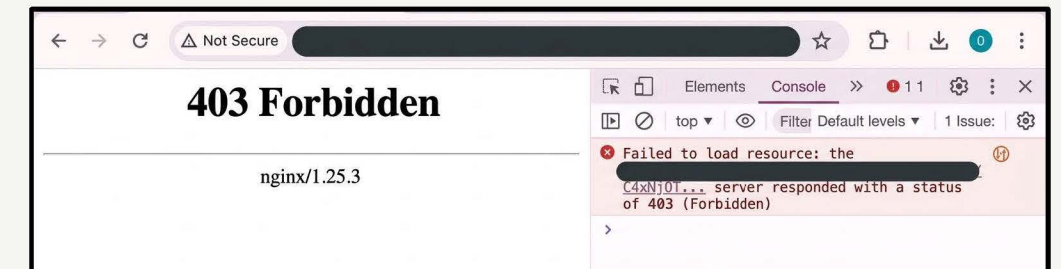
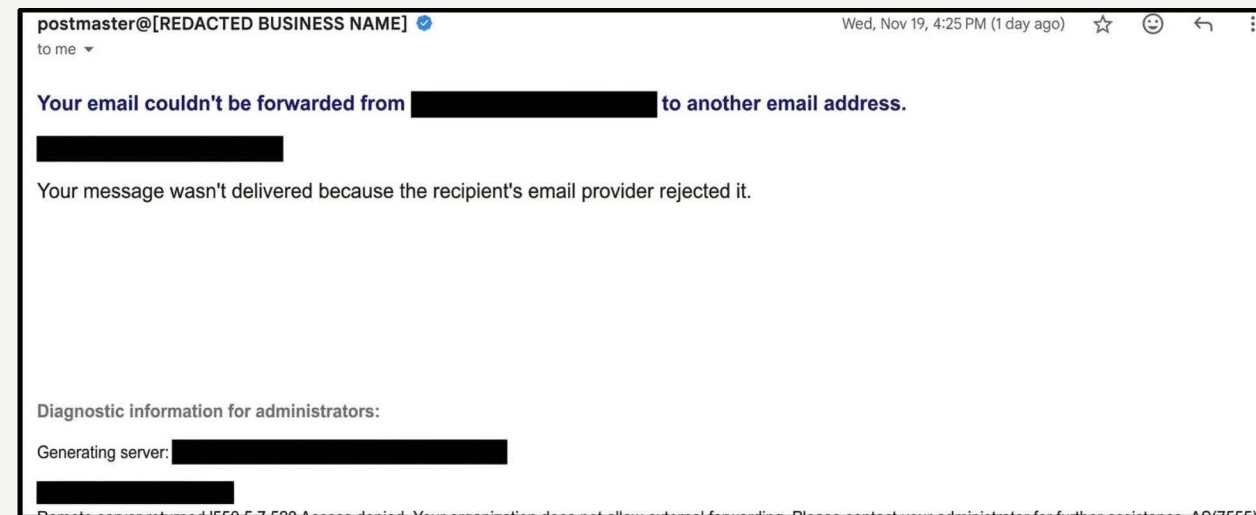
September 16, 2026

Points of Friction

Points of Friction

1. Broken Processes/Circular Request Flows

- Links that do not resolve
- Requests for information that cannot be entered via the webform
- Emailed privacy requests bouncing back



2. Business Only Accepts One Request at a Time

- Consumers may wish to submit multiple requests (e.g. an opt-out + a request to know) at once
- This flow requires consumers to spend undue time to accomplish a single task (up to 90 days)

Request Limit reached!

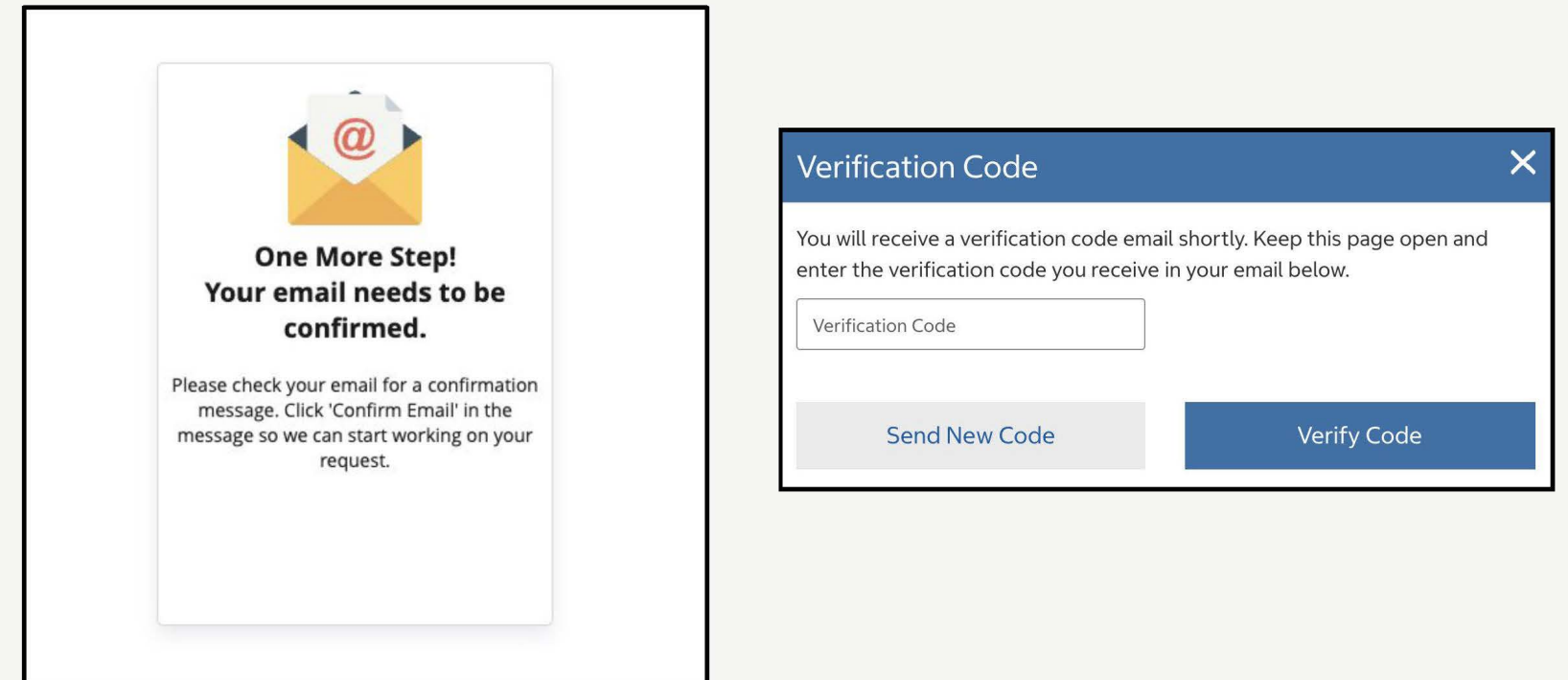
Thank you for your request. We see that you have already submitted a similar request that we are currently processing. We ask that you await our response regarding the other request before pursuing this request. If this request refers to another topic please let us know. Please do not hesitate to contact us if you have any further questions.

To initiate the identity verification process or track your request, please login [here](#)

Points of Friction

3. Disproportionate Verification Flows

- 2FA for opt-outs is common
- Selfies
- Requests for unnecessary personal information



The image shows two examples of verification flows. On the left is a confirmation email prompt with an envelope icon and the text: "One More Step! Your email needs to be confirmed. Please check your email for a confirmation message. Click 'Confirm Email' in the message so we can start working on your request." On the right is a verification code input screen with a blue header "Verification Code" and a close button. The text says: "You will receive a verification code email shortly. Keep this page open and enter the verification code you receive in your email below." It features a text input field labeled "Verification Code" and two buttons: "Send New Code" and "Verify Code".

4. Additional Topics

- Pop-ups in response to OOPSs (esp. relevant with Opt Me Out Act going into effect in 2027).
- Requests to Know are often not yielding *inferences* about consumers (esp. relevant with GenAI products).
- Unique challenges for authorized agents

Review your Global Privacy Control preferences

You're using [Global Privacy Control \(GPC\)](#). This leads to a lower-quality experience on  by blocking certain editorial content, including embedded tweets and YouTube videos, and third-party ads that are relevant to your interests.

To enhance your  experience, allow us to share and sell your personal information. This includes [technical identifiers](#), like your IP address and cookie IDs, but does not include things like personal emails or contact information.

This won't affect your GPC settings for other websites and you can always change this preference in [Privacy controls](#).

Allow

Don't Allow

Notices

Notices

1. Not Clear if Rights Apply

- Coverage thresholds (\$25 million/100,000 records) are not visible to consumers
- Many business state that rights “may apply”
- Incomplete list of applicable laws

The additional disclosures that we provide in this Notice are required in a growing number of jurisdictions (“Data Privacy Laws”), and we believe are simply good business practice. Depending on where you live and subject to certain exceptions, you may have some or all of the following rights:

2. Categories of Third-Party Data Recipients are Too Vague

- Categories are often presented using expansive terminology
- Other states are beginning to require lists of third-party data recipients (either in the PP itself or upon request)

Category of Personal Information	Purpose of Collection	Third Parties to Which Personal Information was Disclosed
Personal Identifiers; Personal Identifiers of Third Parties	We may collect this information to provide our services to you, such as, by way of illustration, processing your orders. We may collect this information to process and collect payments for goods and services, We may collect this information to establish guest records, set up rewards, loyalty, and other user accounts, to create logins, and for similar purposes. We may collect this information for purposes of communicating information to you regarding your purchases and transactions, about special events or offers, or about programs, rewards, surveys, contests, sweepstakes, giveaways, other promotions that we may offer from time to time. We may collect this information for purposes of communicating with you (including providing responses to your communications) about your requests, questions, comments, and other concerns you may have. We may collect this information for research, analysis and development purposes, including to maintain and improve our products and services.	Affiliates and third party suppliers and service providers, including without limitation, providers of delivery services, marketing and advertising services, payment services, transactional support, and technical services. We may sell or share this information to or with marketing and advertising service providers for targeted advertising purposes.

Notices

3. Unclear Privacy Request Information

- Business purports to accept requests via email, but email directs you to privacy form
- Business rejects request for insufficient documentation; PP doesn't specify relevant data fields
- Important information (opt-out link, whether business sells data, etc) is difficult to find

Dear Sir/Madam

Thank you for your email.

If you wish to submit a Data Privacy request to [REDACTED], please complete [this form](#).

Please be aware that we use a service called [REDACTED] to collect details from you and to manage the process of your request. You will be redirected to their website after clicking this link.

Once you do this, a member of our team will review and respond to your request as soon as possible.

4. Other Issues

- Disclosures presented as part of larger onboarding process (e.g. buying a car)
- Euphemistic terminology describing invasive privacy practices (e.g. automatic content recognition on TVs)
- Difficult to obtain privacy notices on smart devices, or other devices without an interface

Thank you