



**CALIFORNIA PRIVACY
PROTECTION AGENCY**

2024 ANNUAL REPORT

FROM VISION TO REALITY

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MESSAGE FROM THE BOARD CHAIR

JENNIFER M. URBAN



“**It has been an active nearly four years since the Board took office, and the report highlights some of the Agency’s significant milestones and achievements.**”

— **Jennifer M. Urban**
Chairperson, CPPA Board

It is a tremendous honor to serve as the inaugural Chairperson of the California Privacy Protection Agency (CPPA) Board. I am thrilled to introduce the Agency’s first annual report.

It has been an active nearly four years since the Board took office, and the report highlights some of the Agency’s significant milestones and achievements. Each has contributed to our shared goal to protect the privacy rights of all Californians.

In this short time, the Agency has grown from a concept supported by voters into a thriving and dynamic organization composed of highly skilled and passionate professionals.

As you will discover in the following pages, the Agency has undertaken a diverse array of initiatives—drafting and implementing key regulations, securing enforcement actions, and launching a statewide public education campaign, among others. I am also delighted that the Agency has been welcomed by our state, federal, and international counterparts and is already engaging with them. Importantly, this work has included extensive engagement with state and federal elected officials to ensure California law remains robust and responsive to the ever-changing technological landscape.

None of these achievements would have been possible without the energy, talent, and unwavering commitment of CPPA’s exceptional executive team and staff, whose creativity, thoughtfulness, and commitment are unparalleled.



I am deeply grateful for their commitment to our essential work and impressed by their accomplishments on California's behalf. And I am also immensely grateful for the leadership and commitment of past and present Board members in guiding these efforts.

I extend a special and heartfelt thanks to our inaugural Executive Director, Ashkan Soltani, who has worked tirelessly and creatively to build the Agency and develop its work. The Board and I greatly appreciate his time with us, and all he has accomplished—thank you!

So I am proud and grateful for all the team has done on behalf of California. Of course, there is still much to do. I invite you to review the CPPA's mission, vision, and values statement, which was created with the Board and executive team, and which guides the work of the Agency on a daily basis, to get a sense of our approach.

Thank you for reading about the Agency's work. The Board and staff look forward to working with all Californians toward a future where we harness the benefits of innovation, and Californians enjoy the strong privacy rights they deserve.



Members of the CPPA Board present Ashkan Soltani with a resolution from California Assemblymember Josh Lowenthal, Senator Josh Becker, and Senator Thomas J. Umberg, and a resolution from the CPPA Board recognizing his distinguished service as the inaugural Executive Director of the California Privacy Protection Agency during the December 19, 2024 Board Meeting.

MESSAGE FROM THE FORMER EXECUTIVE DIRECTOR

ASHKAN SOLTANI



I am proud to present the California Privacy Protection Agency's first annual report. In the following pages, you will receive an overview of the important work this Agency has accomplished since November 2020 — when it was established by voters — through December 2024.

It has been a privilege to be with the Agency since the very beginning. I'm not only the Agency's first Executive Director, but I have the honor of being the Agency's first employee.

It has been thrilling to see this organization grow into the team it is today — more than 40 individuals, all committed to protecting Californians' privacy.

Building this organization has been a labor of love for me. As I depart the Agency, I am pleased to see the significant milestones this team has accomplished.

In such a short time, we have passed regulations, supported legislation that became law, launched a statewide public education campaign, announced enforcement sweeps, and negotiated settlements. All of this, and so much more, is highlighted in the pages of this report.

We never lost our focus, which is to ensure Californians' privacy rights are strong. This has meant working within California, nationally, and internationally. We've worked to harmonize privacy laws with other states and learned from data protection authorities around the world.

I am especially proud of the talented team we have built. Each member of this Agency has contributed to its growth and success, embodying a commitment to service. It has been a privilege to accompany them and witness the transformative work they carry out with such passion and skill.

We've built a strong foundation thanks to the vision of the CPPA Board and the dedicated professionals who work at the Agency. It has been a pleasure to be part of such a talented team that is working to ensure the fundamental rights of privacy are protected for all Californians.

BOARD MEMBERS

For full bios, please visit the [CPPA website](#).



Jennifer M. Urban
Board Chair



Drew Liebert
Board Member



Brandie Nonnecke, PhD
Board Member



Alastair Mactaggart
Board Member



Jeffrey Worthe
Board Member

FORMER CPPA BOARD MEMBERS

John Christopher Thompson
Angela Sierra

Lydia de la Torre
Vinhcent Le

EXECUTIVE LEADERSHIP



Ashkan Soltani
Former Executive
Director



Tiffany Garcia
Interim Executive
Director



Von Chitambira
Deputy Director of
Administration



Philip Laird
General Counsel



Michael Macko
Deputy Director of
Enforcement



Maureen Mahoney
Deputy Director of
Policy and Legislation



Megan White
Deputy Director of Public
and External Affairs

VISION

Privacy Protection for All Californians.

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.

VALUES



EXCELLENCE

We set a high bar for ourselves; we bring exceptional quality and integrity to all we do. We cultivate a culture of belonging and invite staff to maximize their potential.



COMMUNICATION

We foster an environment of honesty and openness; we communicate internally and externally with purpose and clarity.



INNOVATION

We are flexible, resourceful, and invite diverse ideas; we take new approaches to solve important problems in service to Californians.



FAIRNESS

We enforce the law impartially to protect consumers' privacy. We value teamwork and treat everyone with respect and kindness.

AGENCY DIVISIONS

ADMINISTRATION

Provides essential central services including accounting, budgeting, contracts, business services, and human resources to support the Agency's programmatic functions.



AUDITS

Develops and applies privacy compliance audit procedures. Performs, plans, coordinates, and assists in the development and maintenance of the CCPA through complex regulatory examinations of businesses and business practices. Obtains records and performs analyses of privacy and technology information to determine compliance with the CCPA.



ENFORCEMENT

Focuses on conducting investigations and stopping the illegal use of consumer data by bringing administrative enforcement actions against businesses who violate the law.



EXECUTIVE OFFICE

Oversees the day-to-day operations and supports the research, rulemaking, auditing, and public affairs activities of the Agency. Seeks guidance from and provides support to the Board for the policy direction and enforcement resolution of the Agency.



INFORMATION TECHNOLOGY

Oversees policy formulation and decision-making relative to the management and use of Information Technology within the Agency including governance, infrastructure, functionality, and data security policies and practices.



LEGAL

Supports the Agency by providing general legal advice. Works with the Board and the Executive Office in the formulation, administration, and implementation of the Agency's policies, regulations, and administrative orders. Serves as primary contact on all legal issues involving the Governor's Office, the California Legislature, the Office of the Attorney General, and others.



POLICY & LEGISLATION

Provides legislative and policy analysis. Liaises with the California Legislature on policy matters, including responding to legislative requests for technical assistance. Works to ensure consistency in protections across federal/international jurisdictions, consistent with the CCPA.



PUBLIC & EXTERNAL AFFAIRS

Oversees the Agency's communication efforts including public education campaigns, media strategies, outreach materials, external communication channels, internal communications efforts, and facilitation of public meetings.



AT A GLANCE



Delete Act goes into effect and
Data Broker Registry launches

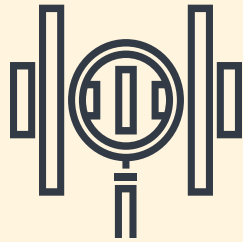
January 1, 2024

\$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

400+

Attendees at
Pre-Rulemaking
Stakeholder Sessions



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

3797

Complaints received
since July 2023

AB 3048

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

33

Public meetings

38%



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](https://www.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

THE CCPA, CPRA, AND DELETE ACT

The [California Consumer Privacy Act \(CCPA\)](#) of 2018 gives consumers important rights over the personal information businesses collect about them and requires businesses to inform consumers about how they collect, use, and retain their personal information. This landmark legislation was the first comprehensive consumer privacy law passed in the United States.

In 2020, California voters approved [Proposition 24, the California Privacy Rights Act \(CPRA\)](#), which amended the CCPA and added additional consumer privacy rights and obligations for businesses. It also established our Agency and tasked it with responsibilities including implementing and enforcing the law and educating the public on their rights and obligations under the law. The CPRA amendments to the CCPA went into effect on January 1, 2023.

In October 2023, California adopted the [Delete Act](#), which further tasked the Agency with administering the state's [Data Broker Registry](#) and establishing a first-of-its-kind deletion mechanism for consumers to request the deletion of their data across all registered data brokers.

DATA BROKER REGISTRY

To meet the mandate outlined in the Delete Act, the Agency completed the launch of the Data Broker Registry on January 1, 2024. The Agency processed the registration of 543 data brokers. Data brokers' submissions included registration fee payments and required disclosures about the types of information they collect.

The successful launch of the Data Broker Registry laid the foundation for development of the Delete Request and Opt-Out Platform (DROP). Scheduled for launch in 2026, DROP will allow Californians to submit a single request to data brokers registered with the state to delete their personal information.

TRANSFORMING DATA PRIVACY: DROP

DROP OUTREACH

In 2024, the Agency worked with stakeholders to identify and assess the DROP requirements. The Agency engaged data brokers, authorized agents, and consumer advocates to learn about current practices, identify challenges and opportunities, and begin architecting a privacy-protective solution.

The Agency also hosted virtual stakeholder sessions on the Delete Act's requirements, particularly the design and implementation of the DROP system. Participants learned how the centralized deletion mechanism would work and the responsibilities it would place on data brokers. They also offered feedback on DROP's design, which the Agency took into account.

25

1:1 calls with large and small companies spanning the industry in April 2024

15

Written comments received during the preliminary questions period in May 2024

PLATFORM FEATURES

The Agency is working closely with its Information Technology (IT) Division and the California Department of Technology to incorporate important technological principles into the platform's framework.

17

Oral comments received during the stakeholder session in June 2024

The platform will have an intuitive interface that will allow users to request the deletion of their non-exempt personal information from data brokers registered with the state. Data brokers will use the platform to retrieve deletion requests at least every 45 days. The platform also integrates advanced data protection safeguards, such as anonymization and data minimization, to ensure the safety of personal information.

INTERNATIONAL PARTNERSHIPS

The CPPA collaborates with regulators across the world through international organizations to promote consistency in privacy protections and reinforce California's leadership in privacy innovation as the first dedicated privacy agency in the U.S.

In 2022, the CPPA [joined the Global Privacy Assembly](#), a network of over 130 data protection and privacy authorities worldwide that collaborate to shape international privacy approaches.



CPPA attends the Global Privacy Assembly October 27, 2022.

The CPPA expanded its international presence in 2023 by [joining the Asia Pacific Privacy Authorities](#), a collective of regulators across the Asia Pacific region who connect to discuss emerging privacy issues.

In 2023, coordination with the Dubai International Financial Centre (DIFC) led to an [adequacy determination](#), where the DIFC recognized the CCPA as providing privacy protections equivalent to its own Personal Data Protection Law.



Former CPPA Executive Director Ashkan Soltani and CNIL President Marie-Laure Denis sign declaration of cooperation in Paris, France.

In June 2024, the CPPA entered into a [declaration of cooperation](#) with the French data protection authority, Commission Nationale de l'informatique et des libertés (CNIL), allowing both authorities to collaborate on their efforts to safeguard personal information and advance privacy.

The CPPA's Enforcement Division participated in the 2024 Global Privacy Enforcement Network's (GPEN) enforcement sweep examining websites and mobile apps for deceptive design.



CPPA Executive Director Ashkan Soltani participates in the Berlin Group.

The CPPA also participates in the International Working Group on Data Protection in Technology (the Berlin Group), an international organization of privacy experts that focus on new technologies. The CPPA's Policy and Legislation Division is leading the development of a paper on Opt-Out Preference Signals (OOPS) for the group that will share insights on the innovative tool and provide guidance for the global community.



62nd Asia Pacific Privacy Authorities Forum in November 2024.

Through these collaborations, the CPPA influences international conversations on privacy while ensuring California's unique perspectives are represented globally.

ADMINISTRATION AND IT DIVISIONS

The Administration Division supports the Agency’s programmatic functions by providing essential services, including accounting, budgeting, contracts, business services, facilities management, and human resources. Collaborating closely with the IT Division, it ensures the Agency operates efficiently while advancing privacy protections across California.

SETTING UP THE AGENCY

Led by Deputy Director Vongayi Chitambira, the Administration Division established the Agency’s infrastructure, policies, and systems. This foundational work allows the Agency to operate effectively as a model of operational excellence in state government.

The Agency was launched during the pandemic when remote work was essential. The Administration and IT divisions were responsible for developing the infrastructure

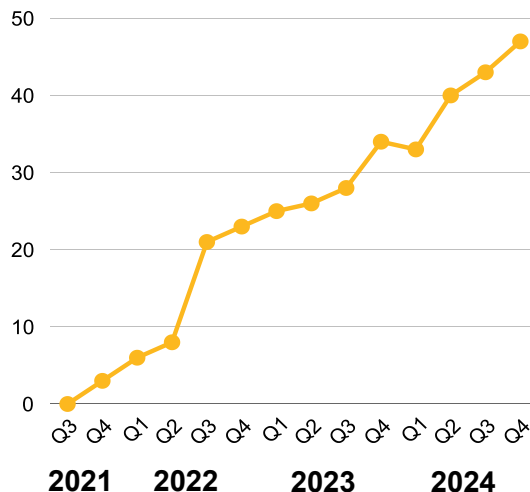
and tools necessary for employees to telework effectively from the very beginning. Small office spaces were set up in Sacramento, Los Angeles, and San Francisco to accommodate the hybrid work for employees throughout the state. The Administration Division is leading the effort to move the Agency into a permanent and larger headquarters office in Sacramento in 2025. This will provide the space needed to work and collaborate in person.

HIRING

The Human Resources (HR) team is at the core of the Administration Division’s efforts. It plays a pivotal role in attracting and onboarding the highly specialized talent necessary for the Agency’s work. Due to the team’s streamlined hiring process, the Agency has grown from a single employee in 2021 to more than 40 employees across seven divisions by the end of 2024.

Despite the challenges of recruiting for specialized roles such as Attorneys, IT Specialists, and Research Technologists, streamlined hiring processes and strategic recruitment initiatives have been successful in hiring and retaining top talent.

NUMBER OF STAFF



The Administration Division also prioritized equity and inclusivity through Equal Employment Opportunity efforts and the creation of the Disability Advisory Committee. These initiatives have fostered a diverse and accessible workplace, enabling the Agency to surpass state benchmarks for representation of employees with disabilities and build a culture of collaboration and respect.

The Agency's workforce reflects its commitment to diversity and inclusion. Women comprise 63% of the Agency's staff, significantly higher than the statewide average of 46.2%. The Agency exceeds state benchmarks for representation of Asian, Black, and multiracial employees and leads in disability representation, with 25% of staff identifying as persons with disabilities.



% staff who identify as women, compared to 46% statewide.



% staff who identify as persons with disabilities, compared to 13% statewide.

BUDGET AND RESOURCE MANAGEMENT



Financial stewardship has been a cornerstone of the Administration Division's work. The development of a comprehensive budgeting and accounting processes ensures the Agency's financial resources are strategically managed.

Since its inception in 2020 with an initial budget of \$5 million, the Agency's financial resources have grown to \$12.8 million for the 2024-25 fiscal year. The budget's growth reflects CPPA's expanding mandate and responsibilities

IT DIVISION CONTRIBUTIONS



The IT Division has been integral to establishing the Agency's operational infrastructure, ensuring secure and efficient systems. Using privacy-by-design principles, the IT Division integrates privacy protection into everything it does. By embedding privacy safeguards at every stage of development, the IT Division sets a standard for proactive privacy protection that extends beyond compliance, fostering trust and accountability.

ENFORCEMENT DIVISION

The CPPA's Enforcement Division focuses on conducting investigations and stopping the improper use of consumers' personal information. As the enforcement arm of the nation's first dedicated consumer privacy agency, the division enforces the CCPA and the Delete Act.

GROWTH AND BACKGROUND OF ENFORCEMENT TEAM

Under the leadership Deputy Director Michael Macko, the division has grown to include a top-tier team of privacy law experts with diverse backgrounds including former prosecutors, in-house privacy counsel, and litigators from the world's largest law firms. The CPPA's Enforcement Division is modeled after key regulators including the U.S. Department of Justice, regional U.S. Attorneys' offices, the Securities and Exchange Commission, the Federal Trade Commission (FTC), and even international agencies such as CNIL. The CPPA examined these organizations' approaches in four key areas — staffing, case management, consumer complaints, and investigations — and adapted them to establish an efficient and effective framework for the division. This has positioned the CPPA's Enforcement Division as a model not only within the field of privacy but also as a leading example of regulatory excellence overall.

ENFORCEMENT PRIORITIES

Review of privacy notices and privacy policies

Implementation of consumer requests

The right to delete

Selling or sharing personal information without proper notice or an opt-out mechanism

Dark patterns/
deceptive design

Violations that affect vulnerable communities and groups

ENFORCEMENT SWEEPS

The Enforcement Division periodically announces investigative sweeps to identify and address widespread privacy violations. These investigations focus on high-risk sectors and systemic issues, allowing the CPPA to assess compliance, promote accountability, and protect consumer rights. Investigative sweeps involve reviewing specific industries, businesses, or practices.

Connected Vehicle Privacy Practices



Throughout 2024, the Enforcement Division continued its [investigative sweep focusing on the connected vehicle ecosystem](#). As modern vehicles gather vast amounts of personal information from consumers, privacy rights are more important than ever.

Data Broker Registration



In October 2024, the Enforcement Division announced an [investigative sweep targeting data brokers' compliance](#) with registration requirements under the Delete Act. This law requires annual registration and transparency regarding the handling of personal information. Data brokers pose significant privacy risks due to the volume and sensitivity of the data they process.

In 2024, the Enforcement Division brought multiple actions against non-compliant data brokers. These actions, and the resulting settlements, show that data brokers must register with the CPPA or face consequences.

ENFORCEMENT ADVISORIES



In 2024, the Enforcement Division published its first enforcement advisory. Although these advisories do not interpret the CCPA, they highlight issues the division has observed and describe certain scenarios — all with a goal of putting the regulated community on alert.

The division issued two enforcement advisories in 2024: [Applying Data Minimization to Consumer Requests](#) and [Avoiding Dark Patterns: Clear and Understandable Language, Symmetry in Choice](#).

The Enforcement Division will continue to publish enforcement advisories in 2025.

COLLABORATION WITH OTHER REGULATORS

The Enforcement Division collaborates with US and international regulators to align standards and promote consistency. The division works closely with the California Department of Justice and the attorneys general of other states. In 2024, the Agency also announced [a partnership with the Federal Communications Commission](#).

The CPPA remains committed to building strong partnerships that enhance its enforcement efforts and promote global privacy standards.

CONSUMER COMPLAINTS UNIT

On receiving its enforcement authority in July 2023, the Enforcement Division's Consumer Complaints Unit quickly created and launched a [consumer complaint portal](#). By the end of 2023, the team processed 866 consumer complaints. In the next six months, complaints increased 33.6%, with another 1,306 complaints submitted. As of December 31, 2024, the total increased by another 1,625, a 19.6% increase over the prior six-month period. This is a robust public response because consumers typically turn to a regulator only after exhausting efforts to resolve concerns with a business.

The Consumer Complaints Unit reviews every complaint. Although the Enforcement Division does not represent individuals or resolve individual disputes, the division uses complaints to inform enforcement priorities, identify targets, and spot trends.

Data on Consumer Complaints



42%

Involve the right to opt-out of sale or sharing.



48%

Involve the collection, use, storing, or sharing of personal information.



57%

Involve the right to delete.



84%

Consumer complaints received from Californians.

Categories of consumer complaints do not equal 100%. Any individual consumer complaint may involve multiple categories.

LEGAL DIVISION

The Legal Division, led by General Counsel Philip Laird, supports the Agency by providing general legal advice and serving as the primary contact for legal matters involving the Governor’s Office, the Legislature, the California Department of Justice, and other stakeholders. The division collaborates with the Board to develop and implement policies and regulations and advises the Board on administrative orders. In its inaugural years, the division has focused on supporting the Board in fulfilling the Agency’s statutory rulemaking responsibilities and strengthening Californians’ privacy rights.

RULEMAKING ACHIEVEMENTS

The Legal Division has played a pivotal role in supporting the CPPA Board’s adoption of the regulatory framework for the CCPA and Delete Act. Through its leadership in refining and supporting Agency rulemaking, the division has ensured that the Agency’s regulations fulfill the CCPA’s mandate to protect consumer privacy and address the evolving needs of consumers and businesses in a dynamic digital landscape.

Implementation of the California Privacy Rights Act Regulations

In March 2023, the Agency updated the CCPA regulations to reflect amendments made by the CPRA and adopted new regulations to further protect consumers’ privacy. These regulations operationalized the new consumer privacy rights added by the CPRA.

This landmark regulatory package laid the groundwork for the Agency’s ability to protect consumer privacy by implementing the strongest privacy rights in the U.S.



CPPA Legal staff submit CPRA regulatory package to the Office of Administrative Law.

Data Broker Regulations

In December 2024, the Agency passed the first regulations package under the Delete Act. The regulations clarify and expand existing registration requirements for data brokers and established the 2025 registration fee to fund the data broker registry and the development of the DROP system.



CPPA staff present data broker regulations at a board meeting.

Updates to Existing CCPA Regulations, Cybersecurity Audits, Risk Assessments, Automated Decisionmaking Technology, And Insurance Companies

In late 2024, the Legal Division began the formal rulemaking process for an omnibus regulatory package that addresses critical privacy issues, including cybersecurity audits, risk assessments, automated decisionmaking technology (ADMT), and regulatory requirements for insurance companies.

Starting in 2021, the Legal Division worked closely with the CPPA Board's New Rules Subcommittee to develop and refine the proposed regulatory framework for these draft regulations. The Agency conducted extensive preliminary rulemaking activity on these topics, including multiple public stakeholder sessions and written invitations for public comment. In addition, the Board publicly considered and discussed these topics at eight separate meetings, each of which included the opportunity for members of the public to provide comment.

The Legal Division reviewed the information and comments received during preliminary rulemaking, conducted extensive research, worked with the New Rules Subcommittee to propose multiple iterations of draft regulatory language, and refined the proposed regulations based on the Board's feedback. The division will continue to refine the proposed regulations and support the CPPA's rulemaking as part of the formal rulemaking process.



CPPA staff and the public at a hybrid pre-rulemaking stakeholder session in Sacramento on May 22, 2024.

HONORS PRIVACY FELLOWSHIP

In 2024, the Legal Division launched the Agency's Honors Privacy Fellowship — a prestigious program intended for recent law school graduates or newly admitted lawyers with a demonstrated passion for privacy law. This year-long placement within the Legal Division offers fellows an unparalleled opportunity to work on key privacy issues while contributing to the first state privacy agency in the U.S.

By working closely with Agency attorneys, fellows gain exposure to cutting-edge legal and policy issues at the forefront of privacy law. They engage directly in the Agency's rulemaking and advisory functions, receiving hands-on experience that positions them for success in public service, private practice, public interest, or academia.

Two esteemed graduates are participating in the honors privacy fellowship program in 2024 — Arpit Gupta and Gary Lee.



POLICY AND LEGISLATION DIVISION

The CPPA’s Policy and Legislation Division works with policymakers in California, across the country, and internationally to help secure meaningful privacy protections for Californians. Led by Deputy Director Maureen Mahoney, the division plays a critical role in shaping policies that support the CPPA’s mission to safeguard consumer rights.

LEGISLATIVE CONTRIBUTIONS

The Policy and Legislation Division shapes privacy laws that strengthen Californians’ control over their personal information. The CPPA has helped expand privacy protections for California consumers by supporting critical bills that make it easier for consumers to exercise their rights, including Senate Bill (SB) 362 — the Delete Act.

The Delete Act

The CPPA supported and helped shape the Delete Act — the landmark 2023 law that helps consumers exercise their deletion rights with data brokers. The law transferred responsibility for the Data Broker Registry to the CPPA and mandated the creation of the DROP system by January 1, 2026.



AB 3048 (Lowenthal) passes the California State Senate with a vote of 31-7. AB 3048 was the first bill sponsored by the CPPA.

AB 3048: Improving Access to Opt-Out Preference Signals

In 2024, the CPPA sponsored its first bill, **Assembly Bill (AB) 3048** (Lowenthal). The bill required internet browsers and mobile operating systems to provide consumers with easy access to OOPS, empowering individuals to communicate their privacy preferences to every website they interact in a single step. As the first bill of its kind introduced in the U.S., AB 3048 would have set a new standard for privacy innovation and made it easier for consumers to opt-out of the sale and sharing of their personal information.

While AB 3048 garnered strong support in the Legislature, it was ultimately vetoed. Despite this outcome, the bill elevated awareness of OOPS, laying the groundwork for future advancements in this area.

FEDERAL ENGAGEMENT

The CPPA has pushed back against federal efforts to undermine California’s privacy protections. In 2024, the Agency [opposed the American Privacy Rights Act \(APRA\)](#), federal legislation that was designed to preempt nearly every provision of the CCPA, the Delete Act, and other state privacy laws. In a letter to Congress, the CPPA emphasized several of its concerns, including that APRA could remove the Agency’s authority and replace it with a federal structure, thus compromising its unique ability to protect California consumers.

The CPPA also resisted previous federal efforts to weaken state privacy protections. In 2022, the CPPA [opposed the American Data Privacy Protection Act \(ADPPA\)](#), a precursor to APRA that similarly aimed to override California’s landmark privacy laws.

While opposing APRA and ADPPA, the CPPA emphasized its support for meaningful federal privacy legislation that establishes a baseline of strong consumer protections while preserving the states’ ability to address emerging privacy challenges and implement stronger privacy laws.

Other Key Bills Supported by CPPA

In addition to the Delete Act, the CPPA supported several key privacy bills that were signed into law in 2023 and 2024, including:

AB 1008 (Bauer-Kahan, 2024)
Privacy and artificial intelligence

SB 1223 (Becker, 2024)
Expanding protections for neural data

AB 947 (Gabriel, 2023)
Safeguarding citizenship and immigration status

AB 1194 (Carillo, 2023)
Strengthening reproductive privacy

HARMONIZATION WITH STATES AND FEDERAL AGENCIES

The CPPA is a dedicated partner across jurisdictions to align privacy standards and address emerging challenges.

On the state level, the CPPA provided testimony in Vermont, Oregon, and Colorado, among other states, to share insights from California’s implementation of the CCPA. As a member of the Steering Committee of the Multistate AI Policymaker Working Group, the CPPA works alongside other state privacy leaders to address the

challenges posed by AI and ADMT.

On the federal level, the Agency has submitted formal comments to key U.S. agencies, including the Consumer Financial Protection Bureau and the Federal Trade Commission, on their own data protection proposals. These submissions have encouraged consistency in federal and state protections, reflecting California’s role in shaping national privacy standards.

PUBLIC AND EXTERNAL AFFAIRS DIVISION

Led by Deputy Director Megan White, CPPA's Public & External Affairs Division leads the Agency's communications efforts, including public education campaigns, media strategies, outreach materials, internal communications, and facilitation of public meetings. As the CPPA's public liaison, the division provides essential information to the public, stakeholders, and the media through various communication channels.

PRIVACY.CA.GOV

Launched during Data Privacy Awareness Week in January 2024, privacy.ca.gov is designed to empower Californians with accessible and actionable information about their privacy rights. The website also offers information from other government agencies to provide a hub for a wide range of privacy concerns. This inclusive approach reflects the CPPA's commitment to fostering awareness and empowering individuals to take control of their personal information. Since its launch, privacy.ca.gov has become a valuable resource for Californians seeking privacy-related information.

Privacy.ca.gov is an integral step in the CPPA's mission to promote awareness and understanding of privacy rights in California, ensuring that every resident has the tools they need to make informed decisions about their personal information.

The CPPA Blog

The [CPPA Blog](https://privacy.ca.gov/blog), launched in September 2024 on privacy.ca.gov, serves as an educational resource for consumers and stakeholders, offering monthly updates on a variety of topics. Posts cover CPPA news, updates on regulatory developments, privacy tips for consumers, and insights into the evolving landscape of privacy protection. By presenting information in an accessible format, the blog helps demystify complex privacy issues and provides a trusted resource for Californians seeking to understand their rights.



250,000

Active users since launch

60%

User growth month over month

CPPA BLOG

[Q PRIVACY.CA.GOV/BLOG](https://privacy.ca.gov/blog) X

STATEWIDE PUBLIC AWARENESS CAMPAIGN



In the spring of 2024, the CPPA launched the “Exercise Your Rights” statewide awareness campaign. The campaign encouraged Californians to take proactive steps to protect their personal information and visit privacy.ca.gov to learn more.



To connect with a broad and diverse audience across California, the campaign leveraged a multitude of advertising channels in English, Spanish, Korean, Chinese, and Farsi. These included television, radio, billboards, digital advertising, social media, bus tails, print, and airport ads.



SPEAKING ENGAGEMENTS

The Public and External Affairs Division connects directly with diverse audiences through conferences, webinars, association meetings, and much more.

The CPPA has spoken at some of the leading privacy conferences, including the Global Privacy Assembly and the International Association of Privacy Professionals, to highlight California’s groundbreaking privacy laws on the state, national, and international stage.



Executive Director Ashkan Soltani (second from left) speaks on a panel at the CalMatters Ideas Festival.

PRESS RELEASES

Since 2021, the CPPA has issued 47 [press releases](#) to facilitate transparency about the Agency’s activities and keep stakeholders informed of key developments. Topics have included enforcement actions, new regulations, international partnerships, legislative initiatives, and agency updates.

PRESS COVERAGE



The division has worked to ensure accurate and nuanced coverage of the CPPA’s work. Through interviews, informational briefings, and expert commentary, the CPPA has positioned itself as a trusted source on consumer privacy.

Coverage by mainstream media outlets includes *The New York Times*, *Politico*, *The Washington Post*, and *Bloomberg*.

SOCIAL MEDIA



The CPPA’s social media channels on Bluesky, LinkedIn, X, and YouTube are essential for communicating quickly and effectively with diverse audiences. These platforms allow the CPPA to share real-time updates, amplify key press releases, and engage with the public, businesses, stakeholders, media, and elected officials. They also serve as an important tool for recruitment, helping the CPPA attract top talent by showcasing its mission and values.

KEY ACCOMPLISHMENTS

14
guides, blogs,
and videos
published

800+
statewide ad
placements

30
speaking
engagements
attended by staff

47
press releases
issued

STRATEGIC PLAN SUCCESSSES

In 2024, the Agency took significant steps toward achieving the goals outlined in the [CPPA 2024–2027 Strategic Plan](#). These successes highlight our efforts to strengthen public education, outreach, and engagement, vigorously enforce privacy laws, strengthen Californians’ privacy rights, and achieve operational excellence.



GOAL ONE STRENGTHEN PUBLIC EDUCATION, OUTREACH, AND ENGAGEMENT

This goal aims to provide resources, tools, and support for delivering relevant, timely, and accurate information to consumers and businesses.

Accomplishments

- Initiated a statewide awareness campaign to inform Californians of their privacy rights.
- Launched [privacy.ca.gov](#) as an educational resource for consumers.
- Issued 21 press releases on topics ranging from privacy protections to legislative advocacy.
- Fostered media relationships leading to accurate news coverage.
- Managed speaking engagements to educate on privacy law at international, national, and local events.



GOAL TWO VIGOROUSLY ENFORCE PRIVACY LAWS

This goal aims to protect consumers from violations of their privacy rights through engagement with the regulated community, timely investigations, and enforcement actions.

Accomplishments

- Brought multiple enforcement actions against unregistered data brokers, resulting in fines.
- Launched the consumer complaints portal, processing 3,797 complaints as of December 2024.
- Published enforcement advisories on data minimization and dark patterns.
- Conducted investigative sweeps on connected vehicles and data broker registration.
- Pursued dozens of investigations into potential violations.



GOAL THREE

STRENGTHEN CALIFORNIANS' PRIVACY RIGHTS

This goal aims to advance the privacy rights of all Californians by ensuring that statutes, regulations, policies, and procedures support and further the mandates and mission of the Agency.

Accomplishments

- Operationalized CPRA regulations into effect.
- Implemented the Data Broker Registry.
- Adopted rulemaking under the Delete Act to clarify regulations for data brokers.
- Advanced omnibus rulemaking addressing CCPA updates, ADMT and other privacy issues.
- Engaged stakeholders on rulemaking and DROP design through sessions, surveys, and direct communication.
- Sponsored a bill requiring OOPS in browsers and mobile OS.
- Opposed federal legislation seeking to preempt California's privacy protections.



GOAL FOUR

OPERATIONAL EXCELLENCE

This goal aims to ensure an efficient and effective approach to organizational development, including the implementation of policies, programs, and regulations.

Accomplishments

- Finalized the Agency's first strategic plan.
- Established operational units (HR, Business Operations, Fiscal Services).
- Achieved diversity metrics surpassing state averages and created the Disability Advisory Committee.
- Grew the Agency from 1 employee to 40 and expanded the budget from \$5 million to \$12.8 million.
- Secured a new headquarters in Sacramento.
- Supported hybrid work arrangements with IT collaboration.



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