



# 2025

## ANNUAL

## REPORT

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# EXECUTIVE SUMMARY

## California Leading the Nation in Privacy

California leads the nation in consumer protection by consistently setting the strongest and most innovative standards in privacy and data security. These standards often become the default nationwide because businesses find it easier and safer to apply California's higher rules to all consumers.

With the world's fourth-largest economy, a large and tech-savvy population, and strong enforcement agencies, California has balanced innovation and consumer safeguards. The state delivers a regulatory "race to the top," pushing businesses to adopt stronger transparency, opt-out rights, data-deletion tools, risk assessments, and personal data safeguards. Sometimes called the California Effect, this leadership means California frequently serves as the preeminent laboratory of democracy for modern consumer protections that influence national policy and industry best practices.

It was in this spirit that, in November 2020, California voters approved Proposition 24: the California Privacy Rights Act of 2020 (CPRA). The CPRA amended and expanded the California Consumer Privacy Act of 2018 (CCPA) — the nation's first comprehensive consumer privacy law — and established the California Privacy Protection Agency (CalPrivacy), vesting it with the authority to implement, enforce, and raise awareness of these innovative privacy protections.

**As the nation's only independent privacy agency, CalPrivacy is laser-focused on four strategic goals:**



**Strengthen California privacy rights**



**Expand public education, outreach, and engagement**



**Vigorously enforce California's privacy laws**



**Deliver operational excellence**

## Strengthening California Privacy Rights



CalPrivacy believes privacy rights are meaningless if they're too difficult to use, and Californians deserve control over their personal information without having to jump through countless hoops. In 2025, CalPrivacy worked to make exercising privacy rights both easier and more scalable for consumers.



### PREPARING TO LAUNCH THE DELETE REQUEST AND OPT-OUT PLATFORM (DROP)

Following the passage of the California Delete Act ([SB 362](#)) in 2023, CalPrivacy closed out 2025 by launching the Delete Request and Opt-Out Platform (DROP). DROP is the nation's first-of-its-kind privacy tool that enables Californians to delete their data from every registered data broker in one step. In 2025, CalPrivacy further implemented the legal, technical, and operational framework for DROP through the approval of DROP regulations. The agency also supported [SB 361](#), which gives consumers even more transparency into data brokers' collection of personal information.



### FINALIZING REGULATIONS

In 2025, CalPrivacy finalized regulations on CCPA updates, automated decisionmaking technology (ADMT), cybersecurity audits, risk assessments, and insurance companies. The approval of these regulations was the culmination of a years-long effort under Proposition 24 and involved extensive public engagement, including over 3,000 comments, 11 Board Meetings, and multiple hearings.



### OPT ME OUT ACT

The Opt Me Out Act ([AB 566](#)) was signed into law by Governor Newsom in October 2025, making California the first state to require browsers offer opt-out preference signals (OOPS). CalPrivacy helped build a broad coalition of support, including Attorney General Rob Bonta, privacy advocates, tech companies, labor, and civil rights groups. The OOPS requirement goes into effect January 1, 2027.

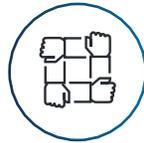
## Expanding Public Education, Outreach, and Engagement



In a world where our personal information fuels much of our digital economy, CalPrivacy firmly believes in raising privacy awareness and education to help Californians better protect themselves from having their personal data used in ways they may disapprove.



**PROTECT WHAT MATTERS**  
Advertising campaign across cinema, radio, social media, and print.



**COMMUNITY OUTREACH**  
Focused on outreach to older Californians and underserved communities.



**CONSUMER RESOURCES**  
Published online privacy tips, an OOPS guide, and privacy videos.



**CALPRIVACY**  
Transitioned to using a nickname, CalPrivacy, to make it easier for Californians.

## Vigorously Enforcing California Privacy Laws



Not only does California have some of the highest privacy standards in the nation, but the agency also has a strong enforcement team to enforce them. This year alone, the Enforcement Division has brought multiple actions under both the CCPA and Delete Act, resulting in millions in fines and changes to business practices. With the new [Data Broker Enforcement Strike Force](#) assembled in late 2025, the Enforcement Division has stepped up its efforts to pursue noncompliant data brokers.

As an ever-evolving team, and the first dedicated privacy enforcement agency in the country, the Enforcement Division announced the [Consortium of Privacy Regulators](#). This group includes CalPrivacy and 10 Attorneys General's offices from across the U.S. The multi-state group collaborates on best practices for enforcement and privacy and engages in information-sharing to conduct enforcement across jurisdictions. Three Attorneys General from the consortium — California, Connecticut, and Colorado — joined CalPrivacy in a [joint investigative sweep](#) targeting businesses that fail to honor the Global Privacy Control opt-out preference signal, as required by law.

## Delivering Operational Excellence



Operational excellence has been a core value guiding CalPrivacy’s rapid development. Each year since its inception, the agency has continued to grow, and this year was no different. The agency reached 54 positions and a budget of approximately \$15.8 million across three funding sources, up from just over 40 employees and a \$12.8 million budget last year.

CalPrivacy has high operational standards and received a State Agency Recognition Award for conducting 98.23% of its procurement through small and disabled veteran businesses.

CalPrivacy knows that internal communication is key to operational excellence, boosting organizational transparency and knowledge sharing to serve the public better. That’s why the agency launched an internal webinar series — CalPrivacy Insights — to facilitate education, and a staff newsletter — the CalPrivacy Update — to keep staff informed.



**54 positions**

in 2025, up from 40 employees in 2024



**\$15.8 million**

budget in 2025, up from \$12.8 million in 2024



**98% procured**

through small/disabled veteran businesses

## CalPrivacy: 2026 and Beyond



With the significant progress CalPrivacy has made on its strategic goals in 2025, the agency looks forward to continuing to work hard to operationalize and protect privacy rights for all Californians. As CalPrivacy celebrates the groundwork laid for DROP, the passage of the California Opt Me Out Act, and the finalization of major regulation packages, the agency is ready to hit the ground running in 2026 and beyond.



# Message from the Board Chair

## Jennifer M. Urban

As Board Chairperson of the California Privacy Protection Agency, I am delighted to share the agency's annual report for 2025.

2025 was a year of both promises kept and new endeavors undertaken by the agency, all in furtherance of our mission to protect the privacy rights of all Californians.

The year included several milestones. First, the agency completed the core rulemaking mandates established by voters in Proposition 24. It finished this work, completing and adopting comprehensive regulations covering automated decisionmaking technology, cybersecurity audits, risk assessments, and insurance companies. In addition to completing these mandated topics, the agency completed updates to existing CCPA rules.

Second, the agency secured significant enforcement settlements against noncompliant businesses under both the CCPA and the Delete Act. Importantly, it also expanded consumer protections by strengthening collaboration with other state Attorneys General's offices through the newly formed Consortium of Privacy Regulators. These actions underscore California's leadership in ensuring that strong privacy laws are matched by meaningful enforcement.

# Message from the Board Chair (continued)

And not least, the agency continued to expand its outreach and make privacy more accessible for Californians. Throughout 2025, staff developed DROP, the nation's first system allowing Californians to request deletion of their personal information from all registered data brokers in a single step. In addition, the agency sponsored and helped secure passage of the California Opt Me Out Act, which will require browsers to offer a built-in opt-out preference signal.

None of this work would be possible without the dedication, expertise, and commitment of CalPrivacy's talented and dedicated staff. As you will read below, all our divisions are doing extraordinary, innovative work to fulfill the agency's mission. My fellow Board Members and I are deeply grateful for their professionalism, creativity, and tireless efforts on behalf of Californians.

As we look ahead to 2026 and beyond, CalPrivacy is building on this momentum. I invite you to read this report to learn more about the agency's accomplishments and its ongoing work.

Thank you for your interest in CalPrivacy and for supporting a future in which innovation thrives alongside strong, enforceable privacy protections for all Californians.

# Message from the Executive Director

Tom Kemp



**At CalPrivacy, we believe Californians want their personal information used only for the purposes they choose.**

More than 9.3 million Californians affirmed that belief in 2020 by voting for Proposition 24, which created the strongest privacy rights in the nation and established CalPrivacy as the first independent privacy agency.

As privacy regulators, we often hear about the privacy paradox. This refers to the well-documented phenomenon in which consumers express strong concern about personal data protection but routinely disclose personal information or accept invasive data processing practices in exchange for convenience or access to digital services. As a result, some mistakenly conclude that consumers don't truly care about their privacy. But we know that Californians often lack the time and expertise to exercise their privacy rights, especially when faced with the daunting task of asserting those rights across the hundreds of websites and mobile apps they interact with each week. In practice, exercising privacy rights can become a set of chores that are nearly impossible to carry out at scale.

That's why CalPrivacy is focused on making privacy easier for Californians and, in doing so, putting the privacy paradox to rest. CalPrivacy's newly launched system, DROP, gives Californians a one-stop mechanism to delete their data from hundreds of data brokers.

## Message from the Executive Director (continued)

CalPrivacy's sponsorship of the California Opt Me Out Act will require all browsers by 2027 to provide Californians with a single browser setting that enables opting out of the sale and sharing of personal information at scale. And our [privacy.ca.gov](https://www.privacy.ca.gov) website offers practical tips to protect personal information and educational resources to help build privacy literacy.

These initiatives give Californians greater control over their personal information. But Californians also expect businesses to collect personal information only for clear, specific, and legitimate reasons, and to safeguard that information from security breaches. That is why we developed the nation's most robust set of regulations for automated decisionmaking, risk assessments, and cybersecurity audits. Our Enforcement Division is also actively pursuing violations of Californians' privacy laws so all Californians can enjoy the rights they overwhelmingly voted for.



**This work has cemented California's role as the national leader in privacy, setting the strongest and most innovative consumer protection standards.**

I am proud that CalPrivacy embodies Louis Brandeis' vision of states as "laboratories of democracy," demonstrating how forward-leaning privacy policy innovation can achieve real-world success and influence policy beyond our borders.

Finally, CalPrivacy's successes over the last year, as documented in this annual report, would not have been accomplished without a great team working together to serve the people of California. I am very proud to both lead and be part of this team.

I am confident that CalPrivacy is well-positioned for success in 2026 and beyond, with a clear focus on operationalizing privacy rights, implementing new laws and regulations, and expanding our audit and enforcement capacity.

# MILESTONE

## Delete Request and Opt-out Platform (DROP)

Preparation and Launch

In 2025, a significant focus for CalPrivacy was the development of the Delete Request and Opt-out Platform, or DROP. This first-of-its-kind platform allows California residents to submit a single request to have their data deleted by all registered data brokers. Most consumers don't even know their information is being processed or sold by data brokers, representing a major privacy risk.

**Data brokers are companies that collect and sell personal information without directly interacting with consumers to obtain it.**

Although consumers can use their right to delete under the California Consumer Privacy Act (CCPA) to delete information that businesses collect directly from them, this right does not always apply to information collected by data brokers, since they do not collect information directly from the consumer. DROP closes that loophole as the only system in the world that allows consumers to delete such information from every registered data broker in a single click.



The Delete Act, authored by State Senator Josh Becker, was signed into law by Governor Newsom in October 2023. It required CalPrivacy to build an “accessible deletion mechanism” – now known as DROP – to make it simpler for Californians to delete the personal information data brokers have about them. Staff from Legal, IT, Public Affairs, and Administration Divisions at CalPrivacy worked diligently to ensure DROP would be operational by the January 1, 2026 mandate.

## The Planning Stage

Prior to 2025, the Legal Division spent a year collecting feedback on DROP. Using this feedback from dozens of stakeholders, CalPrivacy assembled a regulation package to address stakeholder concerns and make registration smoother for data brokers. The California Privacy Protection Agency Board (CPPA Board) unanimously approved the regulations in September 2025.

## Building with Privacy by Design

DROP was developed in partnership with the California Department of Technology (CDT). It is one of the first platforms in the state to use the California Identity Gateway, that enables state agencies to verify identity and eligibility for state programs in a centralized, privacy protective way. DROP was built using the state's web design system using human-centered design practices.

## Getting the Word Out

As development of DROP neared completion, CalPrivacy took to the road to introduce the first-of-its kind system to Californians. From teaching consumers about DROP at community outreach events, to a live demo on the big stage at the International Association of Privacy Professional's (IAPP) *Privacy. Security. Risk.* Conference in San Diego, DROP was met with major anticipation.

In addition to consumer and stakeholder education, CalPrivacy has diligently educated data brokers about their upcoming registration requirements in January 2026. CalPrivacy engaged in a data broker outreach campaign that involved reaching out via our data broker distribution list, meeting with business groups, and speaking at conferences.

## Across the Finish Line

With the system now live and operational, the agency reflects on its work with pride. CalPrivacy has now set the standard worldwide for deletion rights when it comes to data brokers through the launch of DROP, effectively furthering privacy protections for millions of Californians.



# MILESTONE

## Promulgating Regulations

CCPA Updates, Cybersecurity Audits, Risk Assessments, Automated Decisionmaking Technology (ADMT), and Insurance Companies

In 2025, the CPPA Board adopted updates to existing CCPA regulations, as well as a comprehensive set of rules governing automated decisionmaking technology (ADMT), risk assessments, cybersecurity audits, and insurance companies. The adoption of these regulations concluded a multi-year effort to complete the rulemaking initially required by Proposition 24. This milestone followed robust preliminary and formal rulemaking activities, including two informational sessions, six stakeholder sessions, two public hearings, and 11 Board Meetings.

### Public Comment Shapes Privacy Regulations

The Board and CalPrivacy staff considered extensive public input during the rulemaking process. Over 2,000 pages of written feedback came from a wide range of stakeholders, including businesses, trade organizations, privacy advocates, and individual consumers. In drafting and revising the regulations, CalPrivacy tackled novel legal questions around emerging technologies, operationalizing consumer rights, and requiring businesses to provide meaningful information to consumers regarding ADMT, while balancing consumer privacy and innovation.



**3,000+**

Comments received

## MILESTONE – Promulgating Regulations (Continued)

The regulations set a national precedent for regulating ADMT and implement a first-of-its-kind cybersecurity audit standard. This rulemaking action marks the beginning of CalPrivacy’s shift from foundational rule development to a greater focus on implementation, accountability, and long-term enforcement.



### Cybersecurity Audits

- Requires annual audits for businesses whose data practices pose significant security risks.
- Businesses must submit initial certifications of completion to CalPrivacy by:
  - a. April 1, 2028 – if annual revenue exceeds \$100 million
  - b. April 1, 2029 – if annual revenue is between \$50-\$100 million
  - c. April 1, 2030 – if annual revenue is under \$50 million



### Risk Assessments

- Requires certain businesses to conduct risk assessments for activities presenting significant risk to consumers’ privacy
- Businesses must conduct a risk assessment for these activities beginning January 1, 2026, and must submit the summary risk assessment information to CalPrivacy by April 1, 2028
- This includes an attestation that the risk assessments were completed and the information is true and correct



### Automated Decisionmaking Technology

- Allows consumers to opt-out of businesses’ use of ADMT for significant decisions (e.g., employment, housing, education, healthcare)
- Businesses must start complying with ADMT requirements no later than January 1, 2027



### Insurance Companies

- Clarifies when insurance companies must comply with the CCPA, ensuring consistent application of privacy protections across sectors

# MILESTONE

## Passing the California Opt Me Out Act

In October, Governor Newsom signed the California Opt Me Out Act ([AB 566](#)) — an innovative bill that will make it significantly easier for Californians to exercise their privacy rights online. The new law will require all browsers to offer a built-in opt-out preference signal (OOPS). When OOPS is turned on in a web browser, it automatically tells every website not to sell or share the user's personal information. Under existing California law, businesses are required to honor OOPS.

Thanks to this bill, instead of having to opt-out individually at hundreds of websites, consumers will be able to stop the sale and sharing of their personal information in a single step, a major victory for Californians.



### From Concept to Statute

Assemblymember Lowenthal introduced an OOPS requirement bill in 2025 and officially named it the California Opt Me Out Act. In response to feedback from the Governor's Office and other stakeholders, Assemblymember Lowenthal narrowed the scope of the bill to browsers only. With key support from a broad coalition, including the Attorney General, the California Federation of Labor Unions, and Planned Parenthood, the bill was signed into law.

Browsers must comply with the new OOPS requirement beginning January 1, 2027. CalPrivacy is proud of this major achievement that enhances privacy for Californians.

# LEGAL

The Legal Division oversees the agency's rulemaking process and provides legal advice to agency staff and the California Privacy Protection Agency Board (CPPA Board). The Legal Division is responsible for the high-priority initiatives that advance CalPrivacy's commitment to consumer privacy rights.

## New CCPA Regulations Including ADMT, Cybersecurity, Risk Assessments, and More

The Legal Division guided a complex, multi-year rulemaking process that resulted in the adoption of a comprehensive regulatory action this year. It included updates to current CCPA regulations and new regulations for cybersecurity audits, risk assessments, ADMT, and insurance companies. These regulations implement a core component of the rulemaking mandate enacted by California voters through Proposition 24. As one of the agency's most significant milestones to date, the regulations reflect years of hard work by the CPPA Board and Legal Division and positions the agency to begin to focus on regulations informed by implementation and long-term enforcement issues.



# LEGAL

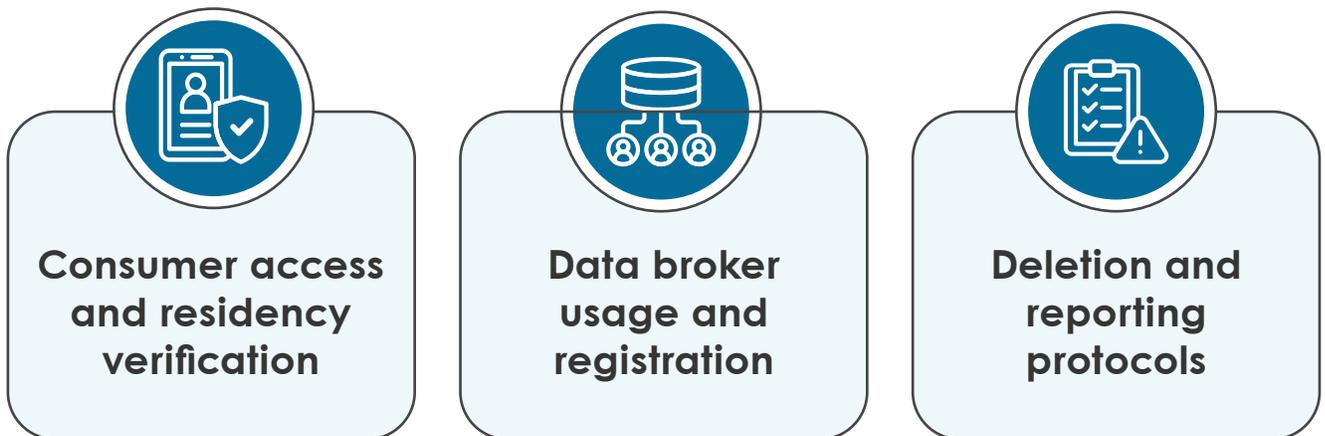
## DROP Development and Implementation

Throughout 2025, the Legal Division prioritized the development of the Delete Request and Opt-out Platform (DROP), which will launch in January 2026. DROP is a first-of-its-kind system that allows Californians to submit a single deletion request to all registered data brokers at once. The Legal Division and the Information Technology Division, in partnership with the California Department of Technology, led the design of the platform's legal and operational framework, building it from the ground up with strong privacy protections.

# DROP

**A first-of-its-kind system that allows Californians to submit a single deletion request to all registered data brokers at once.**

While developing DROP, the Legal Division ensured alignment with statutory mandates and technical implementation. This specialized team supported the Board's adoption of new regulations that define the system's legal and functional requirements. The DROP regulations address:



Through DROP, the Legal Division has provided Californians with a streamlined data broker deletion mechanism. It's another example of how CalPrivacy is working to simplify privacy for consumers by strengthening control over their personal information.

# LEGAL

## Enhancements to the Data Broker Registry

The Delete Act requires data brokers to register with CalPrivacy annually in January, and in 2025 there were more than 500 registered data brokers. CalPrivacy's Legal Division continued to implement and update this key component of the Delete Act throughout 2025. This included overseeing the addition of new data fields, expanded payment options, and improved usability for data brokers and consumers.



**500+ data brokers  
registered  
with the agency**

## Privacy Fellowships

CalPrivacy's Legal Division continues to contribute to the future of privacy law through its Honors Privacy Fellowship program. This program offers new law school graduates a unique opportunity to gain hands-on experience in privacy and administrative law. The fellows contribute to regulatory drafting, legal research and analysis, and public engagement. CalPrivacy's 2025 fellow was Joseph Brown of Santa Clara University School of Law.

The Legal Division also supported CalPrivacy's engagement this year with the distinguished Humphrey Fellowship Program put on by the U.S. Department of State and Duke University. Through this program, CalPrivacy hosted international data protection experts from Ireland and Australia. The Humphrey Fellows brought global perspectives on data protection and technology governance that enriched the agency's work through comparative insights.



*Members of the Distinguished Humphrey Delegation hosted by CalPrivacy.*

# ENFORCEMENT

The CalPrivacy Enforcement Division vigorously enforces Californians’ rights under the CCPA and the Delete Act. Since gaining enforcement authority in 2023, the division has partnered with state Attorneys General and data protection authorities worldwide, opened hundreds of ongoing investigations, and brought precedent-setting enforcement actions to vindicate Californians’ privacy rights.

## Continued Growth of Enforcement Team

CalPrivacy’s Enforcement Division is comprised of former prosecutors, in-house privacy counsel from leading tech companies, and litigators from top law firms, supported by seasoned legal staff. In 2025, the division delivered on its commitment to **strengthen tech capacity in government** by expanding its technologist team, including published authors with PhDs in computer science and related fields. These technologists work closely with litigators and staff to investigate potential violations. The result is the nation’s largest team of litigators and technologists dedicated solely to privacy enforcement.

## Key CCPA Enforcement Actions

The division brought enforcement actions across a wide spectrum of industries, resulting in fines for violations and requiring businesses to implement lasting changes to better protect consumers’ privacy. Key enforcement actions include:



**\$1.2 million**

### Tractor Supply Company

**Notable issues:**

- Failing to maintain an adequate **privacy policy**
- Failing to notify **job applicants** of privacy rights
- Failing to provide an effective **opt-out mechanism**, including through opt-out preference signals
- Disclosing personal information (PI) without **privacy protective contracts**



**\$632,000**

### American Honda Motor Co.

**Notable issues:**

- Requiring Californians provide **verification or excessive PI** to exercise certain privacy rights
- Using **dark patterns** to present privacy choices in an asymmetrical or unequal way
- Making it difficult for Californians to use **authorized agents**
- Sharing consumers’ PI with **ad-tech companies** without privacy protective contracts



**\$345,000**

### Todd Snyder

**Notable issues:**

- Failing to oversee **technical configuration for opt-out requests**
- Failing to apply **data minimization**, requiring consumers submit more PI than necessary to process privacy requests
- Requiring consumers provide **verification of identity for opt-out requests**

# ENFORCEMENT

## Key Delete Act Enforcement Actions

The Delete Act requires data brokers to register annually with CalPrivacy, giving consumers transparency into the multi-billion dollar data broker industry that collects and sells their personal information.

Resulting from an [investigative sweep in 2024](#), the division brought more than a half-dozen enforcement actions against data brokers that failed to register, resulting in monetary fines and commitments to register going forward. In late 2025, the division intensified these efforts by creating the Data Broker Enforcement Strike Force. In one case, the division pursued a data broker that claimed it could uncover “[scary amounts of information](#)” about people. The company agreed to shut down rather than paying a steep fine.

## Enforcement Advisories

The division previewed some of its enforcement actions by publishing periodic [enforcement advisories](#). In 2024, the division issued advisories addressing [data minimization](#) and [dark patterns](#). In 2025, the division brought enforcement actions involving both issues.

The division’s latest enforcement advisory addressed [data broker registration](#) by businesses operating under multiple trade names or serving as the parent or subsidiary of another legal entity.



# ENFORCEMENT

## Consumer Complaints

Californians can submit complaints about potential privacy violations through CalPrivacy's [online portal](#), which the Enforcement Division reviews as part of its investigative efforts. The agency's enforcement action against Tractor Supply Company arose from a consumer complaint.

Since the portal launched in 2023, CalPrivacy has received over 10,000 complaints. The number of complaints have increased by about 120% year over year and underscoring that Californians care about their privacy rights.



## Multi-state and International Collaboration

As the first U.S. agency dedicated solely to consumer privacy, CalPrivacy's Enforcement Division helped establish the bipartisan [Consortium of Privacy Regulators](#) in April 2025. The group has since grown to include state Attorneys General from California, Colorado, Connecticut, Delaware, Indiana, New Jersey, Oregon, and most recently Minnesota and New Hampshire.

CalPrivacy also continues to strengthen international collaboration, formalizing partnerships with [Korea's Personal Information Protection Commission](#), the [United Kingdom's Information Commissioner's Office](#), and [France's CNIL](#).

In 2025, the division announced two major joint efforts: a September [investigative sweep](#) with the Attorneys General of California, Colorado, and Connecticut focused on Global Privacy Control noncompliance and a November review with the Global Privacy Enforcement Network examining [websites and mobile applications](#) used by children.

# POLICY AND LEGISLATION

CalPrivacy’s Policy & Legislation Division advances Californians’ consumer privacy rights by engaging on legislation, including by working with elected officials, developing legislative proposals, taking positions on bills, and providing technical assistance. It collaborates with other authorities in California, across the United States, at the federal level, and internationally to encourage consistent privacy protections across jurisdictions.

## The California Opt Me Out Act

On October 8, 2025, Governor Newsom signed a groundbreaking law that will make protecting your privacy online dramatically easier for Californians. The California Opt Me Out Act ([AB 566](#), Lowenthal), sponsored by CalPrivacy, is the first law in the nation to require web browsers to include a built-in feature, known as an “opt-out preference signal, or OOPS for short, that lets you tell all websites not to sell or share your personal information in a single click.

Starting on January 1, 2027, all web browsers will be required to offer OOPS as a built-in feature, allowing consumers to set their privacy preferences directly into their browser for a privacy-friendly web experience. When activated, this feature automatically signals to businesses that the user wants to opt-out of the sale and sharing of their personal information. Under the CCPA, businesses are required to comply with these requests. Instead of having to opt-out individually at hundreds of websites, you flip one switch in your browser settings, and you’re protected everywhere. It’s another example of how CalPrivacy is working hard to make privacy easy for consumers.



The California Opt Me Out Act, sponsored by CalPrivacy, is the **first law in the nation** to require web browsers to offer OOPS.



**Opt out preference signals** let you tell all websites not to sell or share your personal information in a single click.



**Starting January 1, 2027**, all web browsers will be required to offer OOPS as a built-in feature.

# POLICY AND LEGISLATION

## Engagement on Key Legislation

CalPrivacy’s Policy & Legislation Division engages with the legislature on a wide variety of bills that impact personal information and privacy rights. Engagement can include providing technical assistance to legislators on bill language. For example, in 2025, CalPrivacy staff worked with Assemblymember Wicks on her children’s privacy bill, [AB 1043](#), to ensure that it would not interfere with the CCPA consent requirements for minors.

CalPrivacy may also take formal positions on a bill, offering public support in the form of letters or testimony. This year the agency supported several key bills that advanced consumer privacy and civic engagement.



**SB 361 (Becker)**



**SB 470 (Laird)**



**AB 322 (Ward)**

## Status of CalPrivacy-Supported Bills

Bill	Description	Status
<b>SB 361 (Becker)</b> – Amendments to the Delete Act; improves data broker transparency	Enhances DROP by requiring data brokers to share more details about the information they collect	Signed into law — effective Jan 1, 2026
<b>SB 470 (Laird)</b> – Amendments to Bagley-Keene Open Meeting Act; remote participation in public meetings	Supports public engagement by fostering more accessible public meetings	Signed into law — effective Jan 1, 2026
<b>AB 322 (Ward)</b> – CCPA amendment; prohibits sale of location data	Increases location data protections	2-year bill — eligible for consideration in 2026

# POLICY AND LEGISLATION

## Opposed State Artificial Intelligence Enforcement Moratorium

When the U.S. Congress proposed a 10-year ban on enforcement of state AI regulations in the House’s initial budget reconciliation bill, CalPrivacy acted swiftly to protect Californians’ consumer privacy rights. The proposed ban would have prevented enforcement of AI-related privacy laws — including CalPrivacy’s ADMT regulations — for the next decade, removing critical privacy protections in a rapidly evolving field of technology.

CalPrivacy submitted an [opposition letter to the U.S. House of Representatives](#), underscoring the risks this provision would bring to the public, and the need to preserve state privacy laws.

When the bill initially passed the House with the moratorium intact, CalPrivacy worked with the Consortium of Privacy Regulators to submit an [opposition letter to the U.S. Senate](#). CalPrivacy leadership also held ongoing conversations with members of Congress, urging them to remove the moratorium and maintain states’ ability to adopt protections for their residents. The provision was ultimately removed by the Senate by a 99-1 vote before the final bill was signed into law.



*CalPrivacy Executive Director Tom Kemp meets with federal legislators.*

## Collaboration with Berlin Group on OOPS

As a member of the Berlin Group, CalPrivacy collaborates with data privacy authorities and privacy experts from across the globe to advance privacy-enhancing technologies. This year, CalPrivacy took the lead on a paper for Berlin Group highlighting the benefits of OOPS for California consumers. It noted the growing adoption of OOPS in the United States — now required to be honored in 12 U.S. states. — and explored how OOPS might be interpreted or applied in regions with varying privacy laws. The paper was adopted by the Berlin Group in November.

# PUBLIC AND EXTERNAL AFFAIRS

The CalPrivacy Public and External Affairs Division serves as the agency's liaison to consumers, stakeholders, and the media, and oversees all external and internal communications.

## Building a Consumer-Friendly CalPrivacy

This year, the Public Affairs Division took many important steps to make privacy easier and more approachable for Californians. One of those steps was introducing a more consumer-friendly nickname, CalPrivacy, so the public can easily remember who we are and what we do.

In addition, the team enhanced Privacy.ca.gov to make it a more practical, user-friendly resource. The updated site features numerous privacy tips with simple, actionable steps people can take to protect their personal information. The division also added new resources to help Californians prepare for the upcoming DROP system and learn more about data brokers. Together, these improvements ensure that Californians not only know their rights under the law but have the tools to exercise them with confidence.

## Paid Media Campaign - Protect What Matters

Building on our successful "Exercise Your Rights" campaign in 2024, which raised awareness of consumer rights, we launched our "Protect What Matters" campaign in 2025. The campaign drives home the importance of data privacy and explains how CalPrivacy is working hard to make privacy easier for everyone. To emphasize how privacy impacts all Californians, CalPrivacy produced two public awareness videos that were shown statewide, including in movie theaters and across digital platforms.



*Behind the scenes during production of the "Life on Display" video.*



*A still of the "Obstacles" video showing privacy.ca.gov*

# PUBLIC AND EXTERNAL AFFAIRS



*CalPrivacy Executive Director Tom Kemp presents at a Senior Scam Stopper event.*

## Privacy Outreach to Older Californians

CalPrivacy is focused on reaching underserved and at-risk Californians to teach communities how to exercise their privacy rights. To advance this effort, Public Affairs launched its first statewide campaign to combat elder fraud by educating older adults on how to better protect their personal information. CalPrivacy partnered with state and local agencies, legislators, and nonprofits, including the California Department of Aging, Area Agencies on Aging, the Assembly Democratic Caucus, and California AARP. In collaboration with Senior Scam Stoppers, a coalition of state agencies dedicated to preventing elder fraud, CalPrivacy toured the state and provided information on privacy rights. Our presentation included actionable privacy tips and best practices to avoid cyber scams and fraud.

## New Socials and Summer Privacy Campaign

In 2025, the Public Affairs Division expanded CalPrivacy’s online presence by launching official accounts on [Bluesky](#), [Instagram](#), and [Facebook](#). These additions, along with our existing platforms, resulted in 50% overall growth for our social platforms. Public Affairs also launched the California nature guide social media campaign, featuring easily digestible, shareable educational content and printable guides on privacy topics, all presented in a fun summertime camping theme.



*Selection of educational content published in 2025.*



# PUBLIC AND EXTERNAL AFFAIRS

## CalPrivacy in the News

CalPrivacy continued to make headlines this year, including extensive coverage of major enforcement settlements under the CCPA, the adoption of new regulations, and the passage of sponsored legislation such as the California Opt Me Out Act. Executive Director Tom Kemp gave numerous interviews throughout the year, resulting in positive articles in outlets including Politico, The Washington Post, and Bloomberg.



*CalPrivacy Deputy Director of Enforcement Michael Macko at the NAI Summit.*

CalPrivacy also hit the road with a variety of public speaking events from privacy events such as the IAPP Global Summit in Washington, D.C., to stakeholder events such as the California Retailers Association’s Retail Law and Policy Summit, and the Better Business Bureau’s National Partners Meeting. In addition, CalPrivacy spoke at events hosted by consumer education groups, and higher education events with nationally recognized institutions such as UC Law San Francisco, UC Berkeley, and UCLA.



*CalPrivacy Executive Director Tom Kemp at IAPP Privacy. Security. Risk. Conference.*

## Internal Engagement

In addition to external efforts, the Public Affairs team manages CalPrivacy’s internal communications program to enhance agency culture and support professional growth. In 2025, we launched an internal webinar series to educate staff on everything from data clean rooms to the role of technologists. Public Affairs also began integrating CalHR’s diversity, equity, inclusion, and accessibility initiatives into our everyday work to create a more inclusive workplace and has gathered feedback on employee onboarding.

# SUPPORT DIVISIONS

The Administration and Information Technology Divisions are CalPrivacy’s support teams. They are essential to the agency’s daily operations and mission. The Administration Division manages hiring, budgeting, facilities, procurement, and business operations. The IT Division oversees technology services, help desk operations, software platforms, and IT procurement. Together, these teams advance CalPrivacy’s strategic goal of operational excellence.

## Budget and Fiscal Services

The Budget and Fiscal Services team continued to exceed expectations with lean resources in 2025. Managing a \$15.8 million budget across three different funding sources, the team successfully secured additional staffing and funding to support DROP, enforcement operations, and CalPrivacy’s future Sacramento headquarters.

The team also worked diligently to improve the Data Broker Registry and DROP payment system, making it easier for data brokers to pay their registration fee electronically.



**Managed a \$15.8m budget**



**35% increase in staff**

## Human Resources

The Human Resources team continued to prioritize agency growth in 2025, with an emphasis on attracting diverse talent from varied backgrounds. Through targeted recruitment strategies and sustained outreach efforts, the team successfully expanded CalPrivacy’s staffing to 54 employees, a 35% increase over last year.



*CalPrivacy Administrative team receiving an award from ACSED.*

The HR team was recognized for its exceptional work in promoting accessibility and inclusion. In June 2025, the agency received a well-deserved Employer of the Year Award from the Association of California State Employees with Disabilities. This award, given across all state departments, highlights CalPrivacy’s ongoing commitment to employee support, workplace accessibility, and creating an inclusive environment where all employees can succeed.

# SUPPORT DIVISIONS

## Business Operations

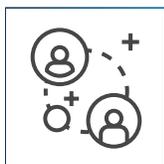
The Business Operations team had a productive year managing contracts, procurement, and operational improvements. It completed more than 55 contracts and is finalizing the lease for the future Sacramento headquarters, underscoring its focus on strengthening the agency’s infrastructure. To further support this progress, the team also completed the agency’s Policies and Procedures Manual, a key milestone toward achieving standalone procurement authority.

In addition, the team received a Notable Achievement Award at the 25th Annual State Agency Recognition Awards for exemplary work with small businesses and disabled veteran businesses.



*CalPrivacy Deputy Director Von Chitambira at the State Agency Recognition Awards*

## Information Technology



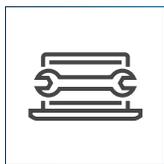
### IT TEAM GROWTH

The IT Division has expanded from a single service desk technician to a full team, now including a Chief of IT, two service desk staff, and two DROP staff. As CalPrivacy continues to grow, the division is building the capacity to fully support DROP and other agency systems in-house.



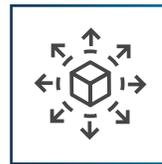
### PUBLIC-FACING SYSTEMS

The IT Division played a key role in shaping DROP, supporting everything from development and launch to the ongoing compliance support. The team also conducted the generative AI risk assessment for the procurement of a tool supporting DROP operations, which earned commendations from CDT for clarity and thoroughness.



### MODERNIZATION AND INFRASTRUCTURE

The IT Division helped make major software and hardware upgrades, including making the jump from Windows 10 to Windows 11 and completing the agency’s first laptop replacement and recycling project. The team strengthened network performance, refined workplace ergonomics, and optimized internal systems to support a seamless work environment.



### SUPPORT AND SERVICE DELIVERY

As a relatively new division, IT has made major strides in shifting the agency from outsourced support to managing most technological needs internally. In 2025, the team resolved the vast majority of IT tickets internally, onboarded 17 new employees and Board Members, and procured dedicated equipment for our Enforcement Division to assist with their investigations.

## 2026: LOOKING AHEAD

As the first and only dedicated consumer privacy agency in the United States, CalPrivacy has positioned California once more as the lead innovator across the nation. With 2026 ahead of us, the agency looks forward to continuing the important work of making privacy easier and more accessible for consumers.



### Operationalizing Privacy for Consumers

It was a landmark year for CalPrivacy in 2025. It marked the accomplishment of several key initiatives, years in the making. The agency developed DROP, secured a legislative victory with the California Opt Me Out Act, promulgated regulations on risk assessments, cybersecurity audits, ADMT, and more. With these major milestones under the agency's belt and the groundwork laid, the next step for the agency is to implement each achievement, effectively operationalizing privacy for consumers.

This starts with meeting consumers where they are. CalPrivacy is educating consumers about the new DROP system and their rights under the new California Opt Me Out Act and the CCPA rules as they phase in. The agency plans to do this through new consumer education campaigns focused on DROP, OOPS, and privacy rights — expanding our reach from serving older adults to more at-risk and underserved communities across the state through myriad tactics, including a new consumer newsletter.



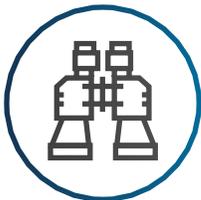
### **Business Guidance on New Rules**

CalPrivacy is here for the business community as well. In 2026, CalPrivacy will meet with stakeholders and offer practical, plain-language guidance through new resources and webinars to help them meet compliance requirements under the new regulations. The Enforcement Division will continue issuing enforcement advisories to guide businesses and signal agency priorities.



### **Data, Audits, and Enforcement**

As always, CalPrivacy will continue to enforce the CCPA and the Delete Act vigorously. The agency will expand the work of the Consortium of Privacy Regulators to support cross-jurisdictional enforcement to bring significant enforcement actions against noncompliant businesses. And, in 2026, the Enforcement Division will get a considerable boost from CalPrivacy's new Audits Division. The agency will hire its first Chief Privacy Auditor, build out the staffing and infrastructure to support audit reviews, and coordinate closely with the Enforcement Division to support investigations.



### **To 2026 and Beyond**

From finalized regulatory packages to approved legislation to enforcement settlements to consumer education, CalPrivacy did it all in 2025. As the agency celebrates its successes, it looks ahead to 2026 to build upon its great work advancing and operationalizing privacy for all Californians.



Follow us on social media @CalPrivacy



400 R Street Suite 350  
Sacramento, CA 95811

[privacy.ca.gov](http://privacy.ca.gov)  
[cppa.ca.gov](http://cppa.ca.gov)

916-572-2900  
[privacy.ca.gov/contact-us](http://privacy.ca.gov/contact-us)

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