

BEFORE THE CALIFORNIA PRIVACY PROTECTION AGENCY

In the Matter of:

ACCURATE APPEND, INC.

Respondent.

Case No. ENF24-D-AC-31

ORDER OF DECISION

The Board of the California Privacy Protection Agency hereby adopts the Stipulated Final Order, attached hereto, as its decision in the above-entitled matter.

This Decision shall become effective immediately.

IT IS SO ORDERED this 28th day of July, 2025.

BY THE BOARD:


JENNIFER M. URBAN
Chairperson
California Privacy Protection Agency

MICHAEL S. MACKO
Deputy Director of Enforcement
LARA KEHOE HOFFMAN
Assistant Chief Counsel
DENISE SMITH
Attorney
State Bar No. 309225
Enforcement Division
California Privacy Protection Agency
400 R Street, Suite 350
Sacramento, CA 95811
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Attorneys for Complainant

BEFORE THE CALIFORNIA PRIVACY PROTECTION AGENCY

In the Matter of:

Accurate Append, Inc.

Respondent.

Case No. ENF24-D-AC-31

STIPULATED FINAL ORDER

IT IS HEREBY STIPULATED AND AGREED by and between the parties to the above-entitled matter:

I. PARTIES

1. Complainant is the Enforcement Division of the California Privacy Protection Agency (Agency), which enforces the California Consumer Privacy Act of 2018 (CCPA), Civ. Code §§ 1798.100 – 1798.199.100, as amended, and the data broker registration obligations contained in the Delete Act, Civ. Code § 1798.99.82(c).

STIPULATED FINAL ORDER

2. Respondent Accurate Append, Inc. (Accurate Append) is a Washington for-profit corporation with its principal place of business in Bellevue, Washington. Accurate Append has conducted and continues to conduct business within the State of California.

II. JURISDICTION

3. Pursuant to Civil Code § 1798.99.82(c), the Agency may bring an administrative action against a data broker that fails to register with the Agency as required by law.

4. Pursuant to Government Code § 11415.60(a), the Agency may formulate and issue a decision by settlement, pursuant to an agreement of the parties, without conducting an adjudicative proceeding.

III. FACTUAL FINDINGS

5. Accurate Append is a for-profit legal entity that collects consumers' personal information and determines the purposes and means of the processing of consumers' personal information. Accurate Append annually buys, sells, or shares the personal information for 100,000 or more consumers or households.

6. Accurate Append conducts business as a data broker by knowingly collecting and selling to third parties the personal information of consumers with whom the business does not have a direct relationship. As Accurate Append explains it, "we live and breathe data."

7. Accurate Append conducted business as a data broker during the 2023 calendar year.

8. On or before January 31 following each year in which a business meets the definition of a data broker, the business shall register with the Agency pursuant to the requirements in Civil Code § 1798.99.82(a).

9. Accurate Append failed to register as a data broker with the Agency by the January 31, 2024 deadline.

10. Consequently, the Agency's Enforcement Division opened an investigation and contacted Accurate Append about its failure to register.

11. Although Accurate Append thereafter registered as a data broker with the Agency, the company did so only after the Enforcement Division had spent time and resources on the investigation.

IV. CONTINGENCY

12. This Stipulated Final Order shall be contingent upon approval by the Board of the California Privacy Protection Agency (Board). Respondent understands and agrees that counsel for Complainant and the staff of the Agency may communicate directly with the Board and the staff of the Agency regarding this Stipulated Final Order, without notice to or participation by Respondent or its counsel. By signing the Stipulated Final Order, Accurate Append understands and agrees that it may not withdraw its agreement or seek to rescind the Stipulated Final Order before the time the Board considers and acts upon it. If the Board fails to adopt this stipulation as its Order of Decision, the Stipulated Final Order shall be of no force or effect except for this paragraph, it shall be inadmissible in any legal action between the parties, and the Agency shall not be disqualified from further action by having considered this matter.

V. OTHER MATTERS

13. The parties understand and agree that Portable Document Format (PDF) and facsimile copies of this Stipulated Final Order, including PDF and facsimile signatures thereto, shall have the same force and effect as the originals. The parties may execute this Stipulated Final Order in counterparts.

14. This Stipulated Final Order is intended by the parties to be an integrated writing representing the complete, final, and exclusive embodiment of their agreement. It supersedes any and all prior or contemporaneous agreements, understandings, discussions, negotiations, and commitments (written or oral). This Stipulated Final Order may not be altered, amended, modified, supplemented, or otherwise changed except by a writing executed by an authorized representative of each of the parties.

15. In consideration of the foregoing stipulations, the parties agree that the Board may, without further notice or formal proceeding, issue and enter the following Order of Decision:

VI. ORDER

IT IS HEREBY ORDERED that:

16. Accurate Append shall pay an administrative fine in the amount of fifty-five thousand four hundred dollars (\$55,400.00) in accordance with Civil Code § 1798.99.82(e). The payment shall be made to the California Privacy Protection Agency no later than thirty (30) days after the effective date of the Board's decision approving the Stipulated Final Order pursuant to written instructions to be provided by the Enforcement Division.

17. Accurate Append shall comply with Civil Code § 1798.99.82 and timely register as a data broker for any future years in which Accurate Append operates as a data broker. If Accurate Append ceases operating as a data broker, Accurate Append shall inform the Agency in writing before the deadline to register.

18. Accurate Append shall comply with Civil Code § 1798.99.85 and disclose in its privacy policy the required metrics regarding the number of California Consumer Privacy Act

requests received, complied with, and denied during the previous calendar year, as well as the time within which Accurate Append substantively responded to the requests.

19. Each party shall bear its own attorneys' fees and costs.

VII. ADDITIONAL GENERAL PROVISIONS

20. Nothing in this Stipulated Final Order shall be construed as relieving Accurate Append of its obligations to comply with all state and federal laws, regulations, or rules, or as granting permission to engage in any acts or practices prohibited by such law, regulation, or rule.

21. Accurate Append shall use reasonable efforts to notify its officers, directors, employees, agents, and contractors responsible for carrying out and effecting the terms of this Stipulated Final Order and the requirements therein.

22. Accurate Append agrees that the terms of this Stipulated Final Order are in the public interest and fair, adequate, and reasonable under all the circumstances.

23. Accurate Append admits the truth of the factual findings in paragraphs 5-9 of this Stipulated Final Order but otherwise neither admits nor denies the remaining factual findings in this Stipulated Final Order. Accurate Append agrees to be bound by the terms of this Stipulated Final Order.

24. Accurate Append hereby waives the right to any hearings, and to any reconsideration, appeal, or other right to review which may be afforded pursuant to the California Administrative Procedures Act, the California Code of Civil Procedure, or any other provision of law. By waiving such rights, Accurate Append effectively consents to this Stipulated Final Order becoming final.

25. Nothing in this Stipulated Final Order shall constitute or be construed as a release from liability for any violations of law other than Accurate Append's violation of the Delete Act,

Civil Code § 1798.99.82(c), arising from the company's failure to register as a data broker with the Agency between February 1, 2024 and November 4, 2024.

26. This Stipulated Final Order shall bind Accurate Append's heirs, administrators, executors, successors, and transferees.

27. Notwithstanding paragraph 19, in the event the Agency prevails in seeking to enforce any term of this Stipulated Final Order, the Agency shall be entitled to an award of attorney fees and costs in its favor and against Accurate Append for the time spent and costs incurred in prosecuting such action.

28. Failure to complete the payment or comply with any terms of this Stipulated Final Order shall result in enforcement of the Order in the Superior Court.

29. Any notices and reports under this Stipulated Final Order shall be served by email as follows:

To the Complainant:

Deputy Director, Enforcement Division
California Privacy Protection Agency
400 R Street, Suite 350
Sacramento, CA 95811
ENF-processing@coppa.ca.gov

To the Respondent:

Shawn Smith
Accurate Append, Inc.
1100 Bellevue Way NE, Suite 8a
Bellevue, WA 98004
shawn@accurateappend.com

Allen Sattler
Jennifer Lee
Constangy, Brooks, Smith & Prophete, LLP
23046 Avenida de la Carlota, Suite 600
Laguna Hills, CA 92653
asattler@constangy.com
jlee@constangy.com

VIII. ACCEPTANCE

I have carefully read the above Stipulated Final Order and have had the opportunity to seek and consult with an attorney. I understand the stipulation and the effect it will have on Accurate Append. I enter into this Stipulated Final Order voluntarily, knowingly, and intelligently, and agree to be bound by the Order of Decision by the Board of the California Privacy Protection Agency.


Dated: 6/26/2025

DocuSigned by:
chris nichols
432A86B4D59448E

Chris Nichols
President, Accurate Append, Inc.
Respondent

I have read and fully discussed with Accurate Append the terms and conditions and other matters contained in the above Stipulated Final Order. I approve its form and content.

Dated: June 26, 2025


Allen Sattler
Jennifer Lee
Constangy, Brooks, Smith & Prophete, LLP
23046 Avenida de la Carlota, Suite 600
Laguna Hills, CA 92653
Counsel for Respondent

IX. ENDORSEMENT

The foregoing Stipulated Final Order is hereby respectfully submitted for consideration by the Board of the California Privacy Protection Agency.

DATED: June 27, 2025

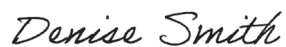
BY:



MICHAEL S. MACKO
Deputy Director of Enforcement



LARA KEHOE HOFFMAN
Assistant Chief Counsel



DENISE SMITH
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