## ECONOMIC IMPACT STATEMENT

**DEPARTMENT NAME**  
California Privacy Protection Agency

**CONTACT PERSON**  
Kevin Sabo

**EMAIL ADDRESS**  
kevin.sabo@cppa.ca.gov

**TELEPHONE NUMBER**  
(916) 244-6637

**DESCRIPTIVE TITLE FROM NOTICE REGISTER OR FORM 400**  
California Consumer Privacy Act Regulations

### A. ESTIMATED PRIVATE SECTOR COST IMPACTS

Include calculations and assumptions in the rulemaking record.

1. Check the appropriate box(es) below to indicate whether this regulation:
   - a. Impacts business and/or employees
   - b. Impacts small businesses
   - c. Impacts jobs or occupations
   - d. Impacts California competitiveness
   - e. Imposes reporting requirements
   - f. Imposes prescriptive instead of performance
   - g. Impacts individuals
   - h. None of the above (Explain below):

   **If any box in Items 1 a through g is checked, complete this Economic Impact Statement.**  
   **If box in Item 1.h. is checked, complete the Fiscal Impact Statement as appropriate.**

2. The California Privacy Protection Agency estimates that the economic impact of this regulation (which includes the fiscal impact) is:
   - $Below $10 million
   - Between $10 and $25 million
   - Between $25 and $50 million
   - Over $50 million

   [If the economic impact is over $50 million, agencies are required to submit a Standardized Regulatory Impact Assessment as specified in Government Code Section 11346.3(c)].

3. Enter the total number of businesses impacted:  
   66,076

   Describe the types of businesses (Include nonprofits):  
   California businesses covered by CCPA, as amended by CPRA

4. Enter the number of businesses that will be created: 0  
   eliminated: 0

   **Explain:** The proposed regulation has a small cost per business ($42.50) and is thus unlikely to impact entry/exit decisions.

5. Indicate the geographic extent of impacts:  
   - [x] Statewide
   - [ ] Local or regional (List areas):

6. Enter the number of jobs created: 0  
   and eliminated: 15.9 FTE

   Describe the types of jobs or occupations impacted:  
   The proposed regulation is expected to increase labor hours required for CCPA compliance by 0.5 hours each for 66,076 businesses.

7. Will the regulation affect the ability of California businesses to compete with other states by making it more costly to produce goods or services here?  
   - [ ] YES  
   - [x] NO

   **If YES, explain briefly:** No. The regulation is neither expected to confer competitive benefits nor disadvantages on California businesses.

---

**PAGE 1**
B. ESTIMATED COSTS  Include calculations and assumptions in the rulemaking record.

1. What are the total statewide dollar costs that businesses and individuals may incur to comply with this regulation over its lifetime? $2,808,230
   a. Initial costs for a small business: $42.5  Annual ongoing costs: $0  Years: __________
   b. Initial costs for a typical business: $42.5  Annual ongoing costs: $0  Years: __________
   c. Initial costs for an individual: $N/A  Annual ongoing costs: $N/A  Years: __________
   d. Describe other economic costs that may occur: This filing addresses new economic impacts caused by the proposed regulations. The impact of the existing regulations was the subject of previous 399/SRIA filings.

2. If multiple industries are impacted, enter the share of total costs for each industry: ________________

3. If the regulation imposes reporting requirements, enter the annual costs a typical business may incur to comply with these requirements. Include the dollar costs to do programming, record keeping, reporting, and other paperwork, whether or not the paperwork must be submitted. $2,808,230

4. Will this regulation directly impact housing costs?  ☑ YES  ☐ NO
   If YES, enter the annual dollar cost per housing unit: __________________________
   Number of units: __________________________

5. Are there comparable Federal regulations?  ☑ YES  ☐ NO
   Explain the need for State regulation given the existence or absence of Federal regulations: __________________________

Enter any additional costs to businesses and/or individuals that may be due to State - Federal differences: __________________________

C. ESTIMATED BENEFITS  Estimation of the dollar value of benefits is not specifically required by rulemaking law, but encouraged.

1. Briefly summarize the benefits of the regulation, which may include among others, the health and welfare of California residents, worker safety and the State’s environment: Operationalizing the CPRA amendments benefits the welfare of Californians.

2. Are the benefits the result of:  ☑ specific statutory requirements, or  ☐ goals developed by the agency based on broad statutory authority?
   Explain: The opt-out button is a statutory requirement and this regulation creates an exception to that requirement.

3. What are the total statewide benefits from this regulation over its lifetime? $0

4. Briefly describe any expansion of businesses currently doing business within the State of California that would result from this regulation: Due to its limited scope, this regulation is not expected to cause significant expansion of business.

D. ALTERNATIVES TO THE REGULATION  Include calculations and assumptions in the rulemaking record. Estimation of the dollar value of benefits is not specifically required by rulemaking law, but encouraged.

1. List alternatives considered and describe them below. If no alternatives were considered, explain why not: __________________________
   See attached Addendum for detailed explanation.
   to administer pre-existing statutes and regulations. After this initial filing, new regulations are contemplated.
2. Summarize the total statewide costs and benefits from this regulation and each alternative considered:

<table>
<thead>
<tr>
<th>Regulation</th>
<th>Benefit: $</th>
<th>Cost: $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td>2,808,230</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Alternative 1</th>
<th>Benefit: $</th>
<th>Cost: $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Alternative 2</th>
<th>Benefit: $</th>
<th>Cost: $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

3. Briefly discuss any quantification issues that are relevant to a comparison of estimated costs and benefits for this regulation or alternatives: Estimates assume businesses are in compliance with current laws. As discussed in the attachment, due to data limitations our estimates likely overstate the number of impacted businesses.

4. Rulemaking law requires agencies to consider performance standards as an alternative, if a regulation mandates the use of specific technologies or equipment, or prescribes specific actions or procedures. Were performance standards considered to lower compliance costs? ☒ YES ☐ NO

Explain: The Agency rejected a performance standard as an alternative because a performance standard would not provide sufficient guidance for businesses.

---

### E. MAJOR REGULATIONS

Include calculations and assumptions in the rulemaking record.

California Environmental Protection Agency (Cal/EPA) boards, offices and departments are required to submit the following (per Health and Safety Code section 57005). Otherwise, skip to E4.

1. Will the estimated costs of this regulation to California business enterprises exceed $10 million? ☐ YES ☒ NO

   If YES, complete E2. and E3
   If NO, skip to E4

2. Briefly describe each alternative, or combination of alternatives, for which a cost-effectiveness analysis was performed:

   Alternative 1:

   Alternative 2:

   (Attach additional pages for other alternatives)

3. For the regulation, and each alternative just described, enter the estimated total cost and overall cost-effectiveness ratio:

<table>
<thead>
<tr>
<th>Regulation</th>
<th>Total Cost $</th>
<th>Cost-effectiveness ratio: $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Alternative 1</th>
<th>Total Cost $</th>
<th>Cost-effectiveness ratio: $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Alternative 2</th>
<th>Total Cost $</th>
<th>Cost-effectiveness ratio: $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Will the regulation subject to OAL review have an estimated economic impact to business enterprises and individuals located in or doing business in California exceeding $50 million in any 12-month period between the date the major regulation is estimated to be filed with the Secretary of State through 12 months after the major regulation is estimated to be fully implemented? ☐ YES ☒ NO

   If YES, agencies are required to submit a Standardized Regulatory Impact Assessment (SRIA) as specified in Government Code Section 11346.3(c) and to include the SRIA in the Initial Statement of Reasons.

5. Briefly describe the following:

   The increase or decrease of investment in the State: We do not expect a significant direct impact on investment in the State.

   The incentive for innovation in products, materials or processes: Detailed specification of user interface may reduce product variety, but this impact is expected to be minimal and confers important consumer benefits.

   The benefits of the regulations, including, but not limited to, benefits to the health, safety, and welfare of California residents, worker safety, and the state’s environment and quality of life, among any other benefits identified by the agency: Operationalizing the CPRA benefits the welfare of Californians. Benefits of the proposed regulation are estimated to be $0.
FISCAL IMPACT STATEMENT

A. FISCAL EFFECT ON LOCAL GOVERNMENT  Indicate appropriate boxes 1 through 6 and attach calculations and assumptions of fiscal impact for the current year and two subsequent Fiscal Years.

☐ 1. Additional expenditures in the current State Fiscal Year which are reimbursable by the State. (Approximate)  
   (Pursuant to Section 6 of Article XIII B of the California Constitution and Sections 17500 et seq. of the Government Code).

   $ ____________________________

   ☐ a. Funding provided in ____________________________  
      Budget Act of ____________________________ or Chapter ____________ , Statutes of ____________________________

   ☐ b. Funding will be requested in the Governor's Budget Act of ____________________________  
      Fiscal Year: ____________________________

☐ 2. Additional expenditures in the current State Fiscal Year which are NOT reimbursable by the State. (Approximate)  
   (Pursuant to Section 6 of Article XIII B of the California Constitution and Sections 17500 et seq. of the Government Code).

   $ ____________________________

   Check reason(s) this regulation is not reimbursable and provide the appropriate information:

   ☐ a. Implements the Federal mandate contained in ____________________________

   ☐ b. Implements the court mandate set forth by the ____________________________ Court.
      Case of: ____________________________ vs. ____________________________

   ☐ c. Implements a mandate of the people of this State expressed in their approval of Proposition No. ____________________________
      Date of Election: ____________________________

   ☐ d. Issued only in response to a specific request from affected local entity(s).
      Local entity(s) affected: ____________________________

   ☐ e. Will be fully financed from the fees, revenue, etc. from: ____________________________
      Authorized by Section: ____________________________ of the ____________________________ Code;

   ☐ f. Provides for savings to each affected unit of local government which will, at a minimum, offset any additional costs to each;

   ☐ g. Creates, eliminates, or changes the penalty for a new crime or infraction contained in ____________________________

☐ 3. Annual Savings. (approximate)

   $ ____________________________

☐ 4. No additional costs or savings. This regulation makes only technical, non-substantive or clarifying changes to current law regulations.

☐ 5. No fiscal impact exists. This regulation does not affect any local entity or program.

☐ 6. Other. Explain ____________________________
B. FISCAL EFFECT ON STATE GOVERNMENT  Indicate appropriate boxes 1 through 4 and attach calculations and assumptions of fiscal impact for the current year and two subsequent Fiscal Years.

☐ 1. Additional expenditures in the current State Fiscal Year. (Approximate)

$ ____________________________

It is anticipated that State agencies will:

☐ a. Absorb these additional costs within their existing budgets and resources.

☐ b. Increase the currently authorized budget level for the __________________ Fiscal Year

☐ 2. Savings in the current State Fiscal Year. (Approximate)

$ ____________________________

☐ 3. No fiscal impact exists. This regulation does not affect any State agency or program.

☐ 4. Other. Explain ____________________________________________________________

C. FISCAL EFFECT ON FEDERAL FUNDING OF STATE PROGRAMS  Indicate appropriate boxes 1 through 4 and attach calculations and assumptions of fiscal impact for the current year and two subsequent Fiscal Years.

☐ 1. Additional expenditures in the current State Fiscal Year. (Approximate)

$ ____________________________

☐ 2. Savings in the current State Fiscal Year. (Approximate)

$ ____________________________

☐ 3. No fiscal impact exists. This regulation does not affect any federally funded State agency or program.

☐ 4. Other. Explain ____________________________________________________________

FISCAL OFFICER SIGNATURE

Chitambira, Vongayi@CPPA  Digitally signed by Chitambira, Vongayi@CPPA Date: 2023.03.24 16:43:42 -07'00'  DATE March 24, 2023

The signature attests that the agency has completed the STD. 399 according to the instructions in SAM sections 6601-6616, and understands the impacts of the proposed rulemaking. State boards, offices, or departments not under an Agency Secretary must have the form signed by the highest ranking official in the organization.

AGENCY SECRETARY

Soltani, Ashkan@CPPA  Digitally signed by Soltani, Ashkan@CPPA Date: 2023.03.24 17:25:17 -07'00'  DATE March 24, 2023

Finance approval and signature is required when SAM sections 6601-6616 require completion of Fiscal Impact Statement in the STD. 399.

DEPARTMENT OF FINANCE PROGRAM BUDGET MANAGER