



California Privacy
Protection Agency

2024-2027

STRATEGIC PLAN



MESSAGE FROM THE EXECUTIVE DIRECTOR

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Executive Director

California is the fifth largest economy in the world. It also leads the nation on numerous fronts, ranging from addressing climate change to advancing social issues. This balance of prosperity and protections is one of the many reasons why California is the home of thriving industries and cutting-edge public policies.

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, which in turn, established the California Privacy Protection Agency (CPPA) and vested it with the authority to implement, enforce, and raise awareness of these innovative privacy protections.

I had the honor of being selected as CPPA's inaugural Executive Director in October 2021 and immediately set out to stand up the country's first ever dedicated privacy agency. Since then, I've been incredibly fortunate to recruit a highly skilled team made up of dedicated staff who worked diligently to shape the Agency. We have created policies and procedures to guide our work and built relationships with partner agencies and the legislature. I'm proud of the agility and resourcefulness our staff has demonstrated over the last two years to create a remarkable organization from the ground up.

On that note, I am pleased to present the California Privacy Protection Agency's 2024-2027 Strategic Plan. Creating a strategic plan is an important milestone in the Agency's evolution from start-up to maturity. It is our road map for the future, with measurable goals and objectives that will further our mission to protect consumer privacy, ensure that consumers and businesses are well informed about their rights and obligations, and vigorously enforce the law.

The 2024-2027 Strategic Plan is the result of thoughtful input from staff, the executive team, and the CPPA Board. As I look ahead, I am energized about the impact we will continue to have together as we enhance our capabilities to protect consumer privacy.

INTRODUCTION

CPPA's 2024-2027 Strategic Plan articulates our mission and organizational core values and advances our commitment to consumer privacy protection through clear goals and objectives. The plan identifies opportunities to focus our collective efforts on increasing awareness of privacy rights and responsibilities, enforcement of California privacy laws, strengthening California privacy rights, and optimizing our internal operations to support our mission.



OUR ORGANIZATION

Administration Division

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

Audits Division

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 Division

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, and auditing 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 Division

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 Division

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

Policy & Legislation Division

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 jurisdictions.

Public & External Affairs Division

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.

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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

Our core values reflect how we show up for each other and our stakeholders. They guide our daily behaviors and our decision making and enable us to deliver on our shared mission.

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.

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.

OBJECTIVES:

1

Develop a statewide public education campaign, utilizing various communication channels and tools to increase awareness of Californians' privacy rights.

2

Conduct tailored outreach campaigns to vulnerable and underserved communities, including students, immigrants, senior citizens, low-income communities, and at-risk groups.

3

Develop strategic partnerships with stakeholders, members of the media, and other community groups to amplify awareness of privacy rights and responsibilities.

4

Facilitate compliance through supplemental business guidance.

5

Educate the privacy community about the Agency's efforts through speaking engagements, earned media, and Agency-owned communications channels.

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.

OBJECTIVES:

1

Advance strategic enforcement priorities that will provide the greatest impact to Californians.

2

Establish a foundation of successful enforcement actions and protect consumers through quality, diligent, and timely investigations.

3

Identify trends through complaint data and adjust audit and enforcement protocols to mitigate consumer harm.

4

Develop strategic enforcement partnerships with government partners.



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.

OBJECTIVES:

1

In partnership with the Legislature and the Administration, protect and advance California's privacy laws.

2

Standardize coordination, monitoring, and assessment of legislative engagement and implementation.

3

Foster harmonization through regular stakeholder and inter-governmental coordination.

4

Enhance subject matter expertise to ensure rulemaking refines and advances privacy protections.

5

Meaningfully respond to changing privacy threats to consumers.

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.

OBJECTIVES:

1

Build organizational capacity with a focus on positive culture that empowers employees to enhance recruitment and retention, and to promote workplace respect, inclusiveness, and professionalism.

2

Ensure policies and procedures are documented, in compliance with state laws and regulations, and accessible to all staff.

3

Continue to develop Agency functions and programs with clear organizational governance.

4

Provide employees with information, tools, flexibility, and support to thrive.

5

Provide training and mentorship opportunities to assist with ongoing staff development and foster a culture of learning.



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