

**California Assembly Bill No. 375,  
as Amended by Senate Bill No. 1121**

**CHAPTER 55**

An act to add Title 1.81.5 (commencing with Section 1798.100) to Part 4 of Division 3 of the Civil Code, relating to privacy.

*[Approved by Governor June 28, 2018. Filed with Secretary of State June 28, 2018.]*



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## LEGISLATIVE COUNSEL'S DIGEST

AB 375, Chau. Privacy: [personal information](#): businesses.

The California Constitution grants a right of privacy. Existing law provides for the confidentiality of [personal information](#) in various contexts and requires a [business](#) or person that suffers a breach of security of computerized data that includes [personal information](#), as defined, to disclose that breach, as specified.

This bill would enact the California Consumer Privacy Act of 2018. Beginning January 1, 2020, the bill would grant a [consumer](#) a right to request a [business](#) to disclose the categories and specific pieces of [personal information](#) that it [collects](#) about the [consumer](#), the categories of sources from which that information is [collected](#), the [business purposes](#) for collecting or [selling](#) the information, and the categories of 3rd parties with which the information is shared. The bill would require a [business](#) to make disclosures about the information and the purposes for which it is used. The bill would grant a [consumer](#) the right to request deletion of [personal information](#) and would require the [business](#) to delete upon receipt of a verified request, as specified. The bill would grant a [consumer](#) a right to request that a [business](#) that [sells](#) the [consumer's personal information](#), or discloses it for a [business purpose](#), disclose the categories of information that it [collects](#) and categories of information and the identity of 3rd parties to which the information was [sold](#) or disclosed. The bill would require a [business](#) to provide this information in response to a [verifiable consumer request](#). The bill would authorize a [consumer](#) to opt-out of the sale of [personal information](#) by a [business](#) and would prohibit the [business](#) from discriminating against the [consumer](#) for exercising this right, including by charging the [consumer](#) who opts out a different price or providing the [consumer](#) a different quality of goods or [services](#), except if the difference is reasonably related to value provided by the [consumer's](#) data. The bill would authorize businesses to offer financial incentives for collection of [personal information](#). The bill would prohibit a [business](#) from [selling](#) the [personal information](#) of a [consumer](#) under 16 years of age, unless affirmatively authorized, as specified, to be referred to as the right to opt-in. The bill would prescribe requirements for receiving, [processing](#), and satisfying these requests from [consumers](#). The bill would prescribe various definitions for its purposes and would define "[personal information](#)" with reference to a broad list of characteristics and behaviors, personal and commercial, as well as inferences drawn from this information. The bill would prohibit the provisions described above from restricting the ability of the [business](#) to comply with federal, state, or local laws, among other things.

The bill would provide for its enforcement by the Attorney General, as specified, and would provide a private right of action in connection with certain unauthorized access and exfiltration, theft, or disclosure of a [consumer's](#) nonencrypted or nonredacted personal information, as defined. The bill would prescribe a method for distribution of proceeds of Attorney General actions. The bill would create the Consumer Privacy Fund in the General Fund with the moneys in the fund, upon appropriation by the Legislature, to be applied to support the purposes of the bill and its enforcement. The bill would provide for the deposit of penalty money into the fund.

The bill would require the Attorney General to solicit public participation for the purpose of adopting regulations, as specified. The bill would authorize a [business](#), [service provider](#), or 3rd party to seek the Attorney General’s opinion on how to comply with its provisions. The bill would void a waiver of a [consumer](#)’s rights under its provisions. The bill would condition its operation on the withdrawal of a specified initiative from the ballot.

#### Digest Key

Vote: MAJORITY Appropriation: NO Fiscal Committee: YES Local Program: NO

#### Bill Text

The people of the State of California do enact as follows:

### SECTION 1. [Title]

This measure shall be known and may be cited as “The California Consumer Privacy Act of 2018.”

### SECTION 2. [Legislative Findings]

The Legislature finds and declares that:

- (a) In 1972, California voters amended the California Constitution to include the right of privacy among the “inalienable” rights of all people. The amendment established a legal and enforceable right of privacy for every Californian. Fundamental to this right of privacy is the ability of individuals to control the use, including the sale, of their [personal information](#).
- (b) Since California voters approved the right of privacy, the California Legislature has adopted specific mechanisms to safeguard Californians’ privacy, including the Online Privacy Protection Act, the Privacy Rights for California Minors in the Digital World Act, and Shine the Light, a California law intended to give Californians the ‘who, what, where, and when’ of how businesses handle [consumers’ personal information](#).
- (c) At the same time, California is one of the world’s leaders in the development of new technologies and related industries. Yet the proliferation of [personal information](#) has limited Californians’ ability to properly protect and safeguard their privacy. It is almost impossible to apply for a job, raise a child, drive a car, or make an appointment without sharing [personal information](#).
- (d) As the role of technology and data in the every daily lives of [consumers](#) increases, there is an increase in the amount of [personal information](#) shared by [consumers](#) with businesses. California law has not kept pace with these developments and the personal privacy implications surrounding the collection, use, and protection of [personal information](#).

- (e) Many businesses collect [personal information](#) from California [consumers](#). They may know where a [consumer](#) lives and how many children a [consumer](#) has, how fast a [consumer](#) drives, a [consumer](#)'s personality, sleep habits, biometric and health information, financial information, precise geolocation information, and social networks, to name a few categories.
- (f) The unauthorized disclosure of [personal information](#) and the loss of privacy can have devastating effects for individuals, ranging from financial fraud, identity theft, and unnecessary costs to personal time and finances, to destruction of property, harassment, reputational damage, emotional stress, and even potential physical harm.
- (g) In March 2018, it came to light that tens of millions of people had their personal data misused by a data mining firm called Cambridge Analytica. A series of congressional hearings highlighted that our [personal information](#) may be vulnerable to misuse when shared on the Internet. As a result, our desire for privacy controls and transparency in data practices is heightened.
- (h) People desire privacy and more control over their information. California [consumers](#) should be able to exercise control over their [personal information](#), and they want to be certain that there are safeguards against misuse of their [personal information](#). It is possible for businesses both to respect [consumers](#)' privacy and provide a high level transparency to their [business](#) practices.
- (i) Therefore, it is the intent of the Legislature to further Californians' right to privacy by giving [consumers](#) an effective way to control their [personal information](#), by ensuring the following rights:
  - (1) The right of Californians to know what [personal information](#) is being [collected](#) about them.
  - (2) The right of Californians to know whether their [personal information](#) is [sold](#) or disclosed and to whom.
  - (3) The right of Californians to say no to the sale of [personal information](#).
  - (4) The right of Californians to access their [personal information](#).
  - (5) The right of Californians to equal [service](#) and price, even if they exercise their privacy rights.

### SECTION 3. [Operative Language]

Title 1.81.5 (commencing with Section 1798.100) is added to Part 4 of Division 3 of the Civil Code, to read:

## TITLE 1.81.5. California Consumer Privacy Act of 2018

### 1798.100. [Right to Transparency Concerning Collection and Use; Right of Access]

- (a) A consumer shall have the right to request that a business that collects a consumer's personal information disclose to that consumer the categories and specific pieces of personal information the business has collected.
- (b) A business that collects a consumer's personal information shall, at or before the point of collection, inform consumers as to the categories of personal information to be collected and the purposes for which the categories of personal information shall be used. A business shall not collect additional categories of personal information or use personal information collected for additional purposes without providing the consumer with notice consistent with this section.
- (c) A business shall provide the information specified in subdivision (a) to a consumer only upon receipt of a verifiable consumer request.
- (d) A business that receives a verifiable consumer request from a consumer to access personal information shall promptly take steps to disclose and deliver, free of charge to the consumer, the personal information required by this section. The information may be delivered by mail or electronically, and if provided electronically, the information shall be in a portable and, to the extent technically feasible, in a readily useable format that allows the consumer to transmit this information to another entity without hindrance. A business may provide personal information to a consumer at any time, but shall not be required to provide personal information to a consumer more than twice in a 12-month period.
- (e) This section shall not require a business to retain any personal information collected for a single, one-time transaction, if such information is not sold or retained by the business or to reidentify or otherwise link information that is not maintained in a manner that would be considered personal information.

### 1798.105. [Right to Deletion of PI]

- (a) A consumer shall have the right to request that a business delete any personal information about the consumer which the business has collected from the consumer.
- (b) A business that collects personal information about consumers shall disclose, pursuant to Section 1798.130, the consumer's rights to request the deletion of the consumer's personal information.
- (c) A business that receives a verifiable consumer request from a consumer to delete the consumer's personal information pursuant to subdivision (a) of this section shall delete the consumer's personal information from its records and direct any service providers to delete the consumer's personal information from their records.

- (d) A [business](#) or a [service provider](#) shall not be required to comply with a [consumer](#)'s request to delete the [consumer](#)'s [personal information](#) if it is necessary for the [business](#) or [service](#) provider to maintain the [consumer](#)'s [personal information](#) in order to:
- (1) Complete the transaction for which the [personal information](#) was [collected](#), provide a good or [service](#) requested by the [consumer](#), or reasonably anticipated within the context of a [business](#)'s ongoing [business](#) relationship with the [consumer](#), or otherwise perform a contract between the [business](#) and the [consumer](#).
  - (2) Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity.
  - (3) Debug to identify and repair errors that impair existing intended functionality.
  - (4) Exercise free speech, ensure the right of another [consumer](#) to exercise his or her right of free speech, or exercise another right provided for by law.
  - (5) Comply with the California Electronic Communications Privacy Act pursuant to Chapter 3.6 (commencing with Section 1546) of Title 12 of Part 2 of the Penal Code.
  - (6) Engage in public or peer-reviewed scientific, historical, or statistical [research](#) in the public interest that adheres to all other applicable ethics and privacy laws, when the businesses' deletion of the information is likely to render impossible or seriously impair the achievement of such [research](#), if the [consumer](#) has provided informed consent.
  - (7) To enable solely internal uses that are reasonably aligned with the expectations of the [consumer](#) based on the [consumer](#)'s relationship with the [business](#).
  - (8) Comply with a legal obligation.
  - (9) Otherwise use the [consumer](#)'s [personal information](#), internally, in a lawful manner that is compatible with the context in which the [consumer](#) provided the information.

1798.110. [Right to Notice]

- (a) A [consumer](#) shall have the right to request that a [business](#) that [collects personal information](#) about the [consumer](#) disclose to the [consumer](#) the following:
- (1) The categories of [personal information](#) it has [collected](#) about that [consumer](#).
  - (2) The categories of sources from which the [personal information](#) is [collected](#).
  - (3) The [business](#) or commercial purpose for collecting or [selling personal information](#).

- (4) The categories of [third parties](#) with whom the [business](#) shares [personal information](#).
  - (5) The specific pieces of [personal information](#) it has [collected](#) about that [consumer](#).
- (b) A [business](#) that [collects personal information](#) about a [consumer](#) shall disclose to the [consumer](#), pursuant to paragraph (3) of subdivision (a) of Section 1798.130, the information specified in subdivision (a) upon receipt of a verifiable consumer request from the [consumer](#).
- (c) A [business](#) that [collects personal information](#) about [consumers](#) shall disclose, pursuant to subparagraph (B) of paragraph (5) of subdivision (a) of Section 1798.130:
- (1) The categories of [personal information](#) it has [collected](#) about that [consumer](#).
  - (2) The categories of sources from which the [personal information](#) is [collected](#).
  - (3) The [business](#) or commercial purpose for collecting or [selling personal information](#).
  - (4) The categories of [third parties](#) with whom the [business](#) shares [personal information](#).
  - (5) The specific pieces of [personal information](#) the [business](#) has [collected](#) about that [consumer](#).
- (d) This section does not require a [business](#) to do the following:
- (1) Retain any [personal information](#) about a [consumer](#) [collected](#) for a single one-time transaction if, in the ordinary course of [business](#), that information about the [consumer](#) is not retained.
  - (2) Reidentify or otherwise link any data that, in the ordinary course of [business](#), is not maintained in a manner that would be considered [personal information](#).

1798.115. [Right to Transparency Concerning Disclosure]

- (a) A [consumer](#) shall have the right to request that a [business](#) that [sells](#) the [consumer](#)'s [personal information](#), or that discloses it for a [business purpose](#), disclose to that [consumer](#):
- (1) The categories of [personal information](#) that the [business](#) [collected](#) about the [consumer](#).
  - (2) The categories of [personal information](#) that the [business](#) [sold](#) about the [consumer](#) and the categories of [third parties](#) to whom the [personal information](#) was [sold](#), by category or categories of [personal information](#) for each [third party](#) to whom the [personal information](#) was [sold](#).

- (3) The categories of personal information that the business disclosed about the consumer for a business purpose.
- (b) A business that sells personal information about a consumer, or that discloses a consumer's personal information for a business purpose, shall disclose, pursuant to paragraph (4) of subdivision (a) of Section 1798.130, the information specified in subdivision (a) to the consumer upon receipt of a verifiable consumer request from the consumer.
- (c) A business that sells consumers' personal information, or that discloses consumers' personal information for a business purpose, shall disclose, pursuant to subparagraph (C) of paragraph (5) of subdivision (a) of Section 1798.130:
  - (1) The category or categories of consumers' personal information it has sold, or if the business has not sold consumers' personal information, it shall disclose that fact.
  - (2) The category or categories of consumers' personal information it has disclosed for a business purpose, or if the business has not disclosed the consumers' personal information for a business purpose, it shall disclose that fact.
- (d) A third party shall not sell personal information about a consumer that has been sold to the third party by a business unless the consumer has received explicit notice and is provided an opportunity to exercise the right to opt-out pursuant to Section 1798.120.

1798.120. [Right to Opt-out of Sale of PI]

- (a) A consumer shall have the right, at any time, to direct a business that sells personal information about the consumer to third parties not to sell the consumer's personal information. This right may be referred to as the right to opt-out.
- (b) A business that sells consumers' personal information to third parties shall provide notice to consumers, pursuant to subdivision (a) of Section 1798.135, that this information may be sold and that consumers have the "right to opt-out" of the sale of their personal information.
- (c) Notwithstanding subdivision (a), a business shall not sell the personal information of consumers if the business has actual knowledge that the consumer is less than 16 years of age, unless the consumer, in the case of consumers between 13 and 16 years of age, or the consumer's parent or guardian, in the case of consumers who are less than 13 years of age, has affirmatively authorized the sale of the consumer's personal information. A business that willfully disregards the consumer's age shall be deemed to have had actual knowledge of the consumer's age. This right may be referred to as the "right to opt-in."
- (d) A business that has received direction from a consumer not to sell the consumer's personal information or, in the case of a minor consumer's personal information has not received consent to sell the minor consumer's personal information shall be prohibited,

pursuant to paragraph (4) of subdivision (a) of Section 1798.135, from selling the consumer's personal information after its receipt of the consumer's direction, unless the consumer subsequently provides express authorization for the sale of the consumer's personal information.

1798.125. [Right Not to Be Subject to Discrimination]

- (a) (1) A business shall not discriminate against a consumer because the consumer exercised any of the consumer's rights under this title, including, but not limited to, by:
  - (A) Denying goods or services to the consumer.
  - (B) Charging different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties.
  - (C) Providing a different level or quality of goods or services to the consumer.
  - (D) Suggesting that the consumer will receive a different price or rate for goods or services or a different level or quality of goods or services.
- (2) Nothing in this subdivision prohibits a business from charging a consumer a different price or rate, or from providing a different level or quality of goods or services to the consumer, if that difference is reasonably related to the value provided to the consumer by the consumer's data.
- (b) (1) A business may offer financial incentives, including payments to consumers as compensation, for the collection of personal information, the sale of personal information, or the deletion of personal information. A business may also offer a different price, rate, level, or quality of goods or services to the consumer if that price or difference is directly related to the value provided to the consumer by the consumer's data.
- (2) A business that offers any financial incentives pursuant to subdivision (a), shall notify consumers of the financial incentives pursuant to Section 1798.135.
- (3) A business may enter a consumer into a financial incentive program only if the consumer gives the business prior opt-in consent pursuant to Section 1798.135 which clearly describes the material terms of the financial incentive program, and which may be revoked by the consumer at any time.
- (4) A business shall not use financial incentive practices that are unjust, unreasonable, coercive, or usurious in nature.

1798.130. [Mechanics of Exercising Rights]

- (a) In order to comply with Sections 1798.100, 1798.105, 1798.110, 1798.115, and 1798.125, a business shall, in a form that is reasonably accessible to consumers:
- (1) Make available to [consumers](#) two or more designated methods for submitting requests for information required to be disclosed pursuant to Sections 1798.110 and 1798.115, including, at a minimum, a toll-free telephone number, and if the [business](#) maintains an Internet Web site, a Web site address.
  - (2) Disclose and deliver the required information to a [consumer](#) free of charge within 45 days of receiving a verifiable consumer request from the [consumer](#). The [business](#) shall promptly take steps to determine whether the request is a verifiable consumer request, but this shall not extend the [business](#)'s duty to disclose and deliver the information within 45 days of receipt of the [consumer](#)'s request. The time period to provide the required information may be extended once by an additional 45 days when reasonably necessary, provided the [consumer](#) is provided notice of the extension within the first 45-day period. The disclosure shall cover the 12-month period preceding the [business](#)'s receipt of the verifiable consumer request and shall be made in writing and delivered through the [consumer](#)'s account with the [business](#), if the [consumer](#) maintains an account with the [business](#), or by mail or electronically at the [consumer](#)'s option if the [consumer](#) does not maintain an account with the [business](#), in a readily useable format that allows the [consumer](#) to transmit this information from one entity to another entity without hindrance. The [business](#) shall not require the [consumer](#) to create an account with the [business](#) in order to make a verifiable consumer request.
  - (3) For purposes of subdivision (b) of Section 1798.110:
    - (A) To identify the [consumer](#), associate the information provided by the [consumer](#) in the verifiable consumer request to any [personal information](#) previously [collected](#) by the [business](#) about the [consumer](#).
    - (B) Identify by category or categories the [personal information collected](#) about the [consumer](#) in the preceding 12 months by reference to the enumerated category or categories in subdivision (c) that most closely describes the [personal information collected](#).
  - (4) For purposes of subdivision (b) of Section 1798.115:
    - (A) Identify the [consumer](#) and associate the information provided by the [consumer](#) in the verifiable consumer request to any [personal information](#) previously [collected](#) by the [business](#) about the [consumer](#).
    - (B) Identify by category or categories the [personal information](#) of the [consumer](#) that the [business sold](#) in the preceding 12 months by reference to the enumerated category in subdivision (c) that most closely describes the [personal information](#), and provide the categories of [third parties](#) to

whom the [consumer](#)'s [personal information](#) was [sold](#) in the preceding 12 months by reference to the enumerated category or categories in subdivision (c) that most closely describes the [personal information sold](#). The [business](#) shall disclose the information in a list that is separate from a list generated for the purposes of subparagraph (C).

- (C) Identify by category or categories the [personal information](#) of the [consumer](#) that the [business](#) disclosed for a [business purpose](#) in the preceding 12 months by reference to the enumerated category or categories in subdivision (c) that most closely describes the [personal information](#), and provide the categories of [third parties](#) to whom the [consumer](#)'s [personal information](#) was disclosed for a [business purpose](#) in the preceding 12 months by reference to the enumerated category or categories in subdivision (c) that most closely describes the [personal information](#) disclosed. The [business](#) shall disclose the information in a list that is separate from a list generated for the purposes of subparagraph (B).
- (5) Disclose the following information in its online privacy policy or policies if the [business](#) has an online privacy policy or policies and in any California-specific description of [consumers](#)' privacy rights, or if the [business](#) does not maintain those policies, on its Internet Web site, and update that information at least once every 12 months:
  - (A) A description of a [consumer](#)'s rights pursuant to Sections 1798.110, 1798.115, and 1798.125 and one or more designated methods for submitting requests.
  - (B) For purposes of subdivision (c) of Section 1798.110, a list of the categories of [personal information](#) it has [collected](#) about [consumers](#) in the preceding 12 months by reference to the enumerated category or categories in subdivision (c) that most closely describe the [personal information collected](#).
  - (C) For purposes of paragraphs (1) and (2) of subdivision (c) of Section 1798.115, two separate lists:
    - (i) A list of the categories of [personal information](#) it has [sold](#) about [consumers](#) in the preceding 12 months by reference to the enumerated category or categories in subdivision (c) that most closely describe the [personal information sold](#), or if the [business](#) has not [sold consumers](#)' [personal information](#) in the preceding 12 months, the [business](#) shall disclose that fact.
    - (ii) A list of the categories of [personal information](#) it has disclosed about [consumers](#) for a [business purpose](#) in the preceding 12 months by reference to the enumerated category in subdivision (c)

that most closely describe the [personal information](#) disclosed, or if the [business](#) has not disclosed [consumers' personal information](#) for a [business purpose](#) in the preceding 12 months, the [business](#) shall disclose that fact.

- (6) Ensure that all individuals responsible for handling [consumer](#) inquiries about the [business's](#) privacy practices or the [business's](#) compliance with this title are informed of all requirements in Sections 1798.110, 1798.115, 1798.125, and this section, and how to direct [consumers](#) to exercise their rights under those sections.
  - (7) Use any [personal information collected](#) from the [consumer](#) in connection with the [business's](#) verification of the [consumer's](#) request solely for the purposes of verification.
- (b) A [business](#) is not obligated to provide the information required by Sections 1798.110 and 1798.115 to the same [consumer](#) more than twice in a 12-month period.
  - (c) The categories of [personal information](#) required to be disclosed pursuant to Sections 1798.110 and 1798.115 shall follow the definition of [personal information](#) in Section 1798.140.

#### 1798.135. [Opt-out Link]

- (a) A [business](#) that is required to comply with Section 1798.120 shall, in a form that is reasonably accessible to [consumers](#):
  - (1) Provide a clear and conspicuous link on the [business's](#) Internet [homepage](#), titled "Do Not Sell My Personal Information," to an Internet Web page that enables a [consumer](#), or a person authorized by the [consumer](#), to opt-out of the sale of the [consumer's](#) [personal information](#). A [business](#) shall not require a [consumer](#) to create an account in order to direct the [business](#) not to sell the [consumer's](#) [personal information](#).
  - (2) Include a description of a [consumer's](#) rights pursuant to Section 1798.120, along with a separate link to the "Do Not Sell My Personal Information" Internet Web page in:
    - (A) Its online privacy policy or policies if the [business](#) has an online privacy policy or policies.
    - (B) Any California-specific description of [consumers'](#) privacy rights.
  - (3) Ensure that all individuals responsible for handling [consumer](#) inquiries about the [business's](#) privacy practices or the [business's](#) compliance with this title are informed of all requirements in Section 1798.120 and this section and how to direct [consumers](#) to exercise their rights under those sections.

- (4) For [consumers](#) who exercise their right to opt-out of the sale of their [personal information](#), refrain from [selling personal information collected](#) by the [business](#) about the [consumer](#).
  - (5) For a [consumer](#) who has opted-out of the sale of the [consumer](#)'s [personal information](#), respect the [consumer](#)'s decision to opt-out for at least 12 months before requesting that the [consumer](#) authorize the sale of the [consumer](#)'s [personal information](#).
  - (6) Use any [personal information collected](#) from the [consumer](#) in connection with the submission of the [consumer](#)'s opt-out request solely for the purposes of complying with the opt-out request.
- (b) Nothing in this title shall be construed to require a [business](#) to comply with the title by including the required links and text on the [homepage](#) that the [business](#) makes available to the public generally, if the [business](#) maintains a separate and additional [homepage](#) that is dedicated to California [consumers](#) and that includes the required links and text, and the [business](#) takes reasonable steps to ensure that California [consumers](#) are directed to the [homepage](#) for California [consumers](#) and not the [homepage](#) made available to the public generally.
  - (c) A [consumer](#) may authorize another person solely to opt-out of the sale of the [consumer](#)'s [personal information](#) on the [consumer](#)'s behalf, and a [business](#) shall comply with an opt-out request received from a person authorized by the [consumer](#) to act on the [consumer](#)'s behalf, pursuant to regulations adopted by the Attorney General.

1798.140. [Definitions]

For purposes of this title:

- (a) "Aggregate consumer information" means information that relates to a group or category of [consumers](#), from which individual [consumer](#) identities have been removed, that is not linked or reasonably linkable to any [consumer](#) or household, including via a [device](#). "Aggregate consumer information" does not mean one or more individual [consumer](#) records that have been de-identified.
- (b) "Biometric information" means an individual's physiological, biological or behavioral characteristics, including an individual's deoxyribonucleic acid (DNA), that can be used, singly or in combination with each other or with other identifying data, to establish individual identity. Biometric information includes, but is not limited to, imagery of the iris, retina, fingerprint, face, hand, palm, vein patterns, and voice recordings, from which an identifier template, such as a faceprint, a minutiae template, or a voiceprint, can be extracted, and keystroke patterns or rhythms, gait patterns or rhythms, and sleep, health, or exercise data that contain identifying information.
- (c) "Business" means:

- (1) A sole proprietorship, partnership, limited liability company, corporation, association, or other legal entity that is organized or operated for the profit or financial benefit of its shareholders or other owners, that collects consumers' personal information, or on the behalf of which such information is collected and that alone, or jointly with others, determines the purposes and means of the processing of consumers' personal information, that does business in the State of California, and that satisfies one or more of the following thresholds:
  - (A) Has annual gross revenues in excess of twenty-five million dollars (\$25,000,000), as adjusted pursuant to paragraph (5) of subdivision (a) of Section 1798.185.
  - (B) Alone or in combination, annually buys, receives for the business's commercial purposes, sells, or shares for commercial purposes, alone or in combination, the personal information of 50,000 or more consumers, households, or devices.
  - (C) Derives 50 percent or more of its annual revenues from selling consumers' personal information.
- (2) Any entity that controls or is controlled by a business, as defined in paragraph (1), and that shares common branding with the business. "Control" or "controlled" means ownership of, or the power to vote, more than 50 percent of the outstanding shares of any class of voting security of a business; control in any manner over the election of a majority of the directors, or of individuals exercising similar functions; or the power to exercise a controlling influence over the management of a company. "Common branding" means a shared name, servicemark, or trademark.
- (d) "Business purpose" means the use of personal information for the business's or a service provider's operational purposes, or other notified purposes, provided that the use of personal information shall be reasonably necessary and proportionate to achieve the operational purpose for which the personal information was collected or processed or for another operational purpose that is compatible with the context in which the personal information was collected. Business purposes are:
  - (1) Auditing related to a current interaction with the consumer and concurrent transactions, including, but not limited to, counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards.
  - (2) Detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity.
  - (3) Debugging to identify and repair errors that impair existing intended functionality.

- (4) Short-term, transient use, provided the [personal information](#) that is not disclosed to another [third party](#) and is not used to build a profile about a [consumer](#) or otherwise alter an individual [consumer](#)'s experience outside the current interaction, including, but not limited to, the contextual customization of ads shown as part of the same interaction.
  - (5) Performing [services](#) on behalf of the [business](#) or [service](#) provider, including maintaining or servicing accounts, providing customer [service](#), [processing](#) or fulfilling orders and transactions, verifying customer information, [processing](#) payments, providing financing, providing advertising or marketing [services](#), providing analytic [services](#), or providing similar [services](#) on behalf of the [business](#) or [service](#) provider.
  - (6) Undertaking internal [research](#) for technological development and demonstration.
  - (7) Undertaking activities to verify or maintain the quality or safety of a [service](#) or [device](#) that is owned, manufactured, manufactured for, or controlled by the [business](#), and to improve, upgrade, or enhance the [service](#) or [device](#) that is owned, manufactured, manufactured for, or controlled by the [business](#).
- (e) "Collects," "collected," or "collection" means buying, renting, gathering, obtaining, receiving, or accessing any [personal information](#) pertaining to a [consumer](#) by any means. This includes receiving information from the [consumer](#), either actively or passively, or by observing the [consumer](#)'s behavior.
  - (f) "Commercial purposes" means to advance a person's commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or [services](#), or enabling or effecting, directly or indirectly, a commercial transaction. "Commercial purposes" do not include for the purpose of engaging in speech that state or federal courts have recognized as noncommercial speech, including political speech and journalism.
  - (g) "Consumer" means a natural person who is a California resident, as defined in Section 17014 of Title 18 of the California Code of Regulations, as that section read on September 1, 2017, however identified, including by any [unique identifier](#).
  - (h) "Deidentified" means information that cannot reasonably identify, relate to, describe, be capable of being associated with, or be linked, directly or indirectly, to a particular [consumer](#), provided that a [business](#) that uses deidentified information:
    - (1) Has implemented technical safeguards that prohibit reidentification of the [consumer](#) to whom the information may pertain.
    - (2) Has implemented [business](#) processes that specifically prohibit reidentification of the information.
    - (3) Has implemented [business](#) processes to prevent inadvertent release of deidentified information.

- (4) Makes no attempt to reidentify the information.
- (i) “Designated methods for submitting requests” means a mailing address, email address, Internet Web page, Internet Web portal, toll-free telephone number, or other applicable contact information, whereby [consumers](#) may submit a request or direction under this title, and any new, [consumer](#)-friendly means of contacting a [business](#), as approved by the Attorney General pursuant to Section 1798.185.
- (j) “Device” means any physical object that is capable of connecting to the Internet, directly or indirectly, or to another [device](#).
- (k) “Health insurance information” means a [consumer](#)’s insurance policy number or subscriber identification number, any [unique identifier](#) used by a health insurer to identify the [consumer](#), or any information in the [consumer](#)’s application and claims history, including any appeals records, if the information is linked or reasonably linkable to a [consumer](#) or household, including via a [device](#), by a [business](#) or [service](#) provider.
- (l) “Homepage” means the introductory page of an Internet Web site and any Internet Web page where [personal information](#) is [collected](#). In the case of an online [service](#), such as a mobile application, [homepage](#) means the application’s platform page or download page, a link within the application, such as from the application configuration, “About,” “Information,” or settings page, and any other location that allows [consumers](#) to review the notice required by subdivision (a) of Section 1798.145, including, but not limited to, before downloading the application.
- (m) “Infer” or “inference” means the derivation of information, data, assumptions, or conclusions from facts, evidence, or another source of information or data.
- (n) “Person” means an individual, proprietorship, firm, partnership, joint venture, syndicate, [business](#) trust, company, corporation, limited liability company, association, committee, and any other organization or group of persons acting in concert.
- (o) (1) “Personal information” means information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular [consumer](#) or household. Personal information includes, but is not limited to, the following if it identifies, relates to, describes, is capable of being associated with, or could be reasonably linked, directly or indirectly, with a particular consumer or household:
- (A) Identifiers such as a real name, alias, postal address, [unique personal identifier](#), online identifier, Internet Protocol address, email address, account name, social security number, driver’s license number, passport number, or other similar identifiers.
- (B) Any categories of [personal information](#) described in subdivision (e) of Section 1798.80.
- (C) Characteristics of protected classifications under California or federal law.

- (D) Commercial information, including records of personal property, products or [services](#) purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
  - (E) [Biometric information](#).
  - (F) Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a [consumer](#)'s interaction with an Internet Web site, application, or advertisement.
  - (G) Geolocation data.
  - (H) Audio, electronic, visual, thermal, olfactory, or similar information.
  - (I) Professional or employment-related information.
  - (J) Education information, defined as information that is not publicly available personally identifiable information as defined in the Family Educational Rights and Privacy Act (20 U.S.C. section 1232g, 34 C.F.R. Part 99).
  - (K) [Inferences](#) drawn from any of the information identified in this subdivision to create a profile about a [consumer](#) reflecting the [consumer](#)'s preferences, characteristics, psychological trends, preferences, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.
- (2) "Personal information" does not include publicly available information. For these purposes, "publicly available" means information that is lawfully made available from federal, state, or local government records, if any conditions associated with such information. "Publicly available" does not mean [biometric information collected](#) by a [business](#) about a [consumer](#) without the [consumer](#)'s knowledge. Information is not "publicly available" if that data is used for a purpose that is not compatible with the purpose for which the data is maintained and made available in the government records or for which it is publicly maintained. "Publicly available" does not include [consumer](#) information that is [deidentified](#) or [aggregate consumer information](#).
- (p) "Probabilistic identifier" means the identification of a [consumer](#) or a [device](#) to a degree of certainty of more probable than not based on any categories of [personal information](#) included in, or similar to, the categories enumerated in the definition of [personal information](#).
  - (q) "Processing" means any operation or set of operations that are performed on personal data or on sets of personal data, whether or not by automated means.
  - (r) "Pseudonymize" or "Pseudonymization" means the [processing](#) of [personal information](#) in a manner that renders the [personal information](#) no longer attributable to a specific

[consumer](#) without the use of additional information, provided that the additional information is kept separately and is subject to technical and organizational measures to ensure that the [personal information](#) is not attributed to an identified or identifiable [consumer](#).

- (s) “Research” means scientific, systematic study and observation, including basic research or applied research that is in the public interest and that adheres to all other applicable ethics and privacy laws or studies conducted in the public interest in the area of public health. Research with [personal information](#) that may have been [collected](#) from a [consumer](#) in the course of the [consumer](#)’s interactions with a [business](#)’s [service](#) or [device](#) for other purposes shall be:
- (1) Compatible with the [business purpose](#) for which the [personal information](#) was [collected](#).
  - (2) Subsequently [pseudonymized](#) and [deidentified](#), or [deidentified](#) and in the aggregate, such that the information cannot reasonably identify, relate to, describe, be capable of being associated with, or be linked, directly or indirectly, to a particular [consumer](#).
  - (3) Made subject to technical safeguards that prohibit reidentification of the [consumer](#) to whom the information may pertain.
  - (4) Subject to [business](#) processes that specifically prohibit reidentification of the information.
  - (5) Made subject to [business](#) processes to prevent inadvertent release of [deidentified](#) information.
  - (6) Protected from any reidentification attempts.
  - (7) Used solely for [research](#) purposes that are compatible with the context in which the [personal information](#) was [collected](#).
  - (8) Not be used for any [commercial purpose](#).
  - (9) Subjected by the [business](#) conducting the [research](#) to additional security controls limit access to the [research](#) data to only those individuals in a [business](#) as are necessary to carry out the [research](#) purpose.
- (t) (1) “Sell,” “selling,” “sale,” or “sold,” means [selling](#), renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a [consumer](#)’s [personal information](#) by the [business](#) to another [business](#) or a [third party](#) for monetary or other valuable consideration.
- (2) For purposes of this title, a [business](#) does not sell [personal information](#) when:

- (A) A consumer uses or directs the business to intentionally disclose personal information or uses the business to intentionally interact with a third party, provided the third party does not also sell the personal information, unless that disclosure would be consistent with the provisions of this title. An intentional interaction occurs when the consumer intends to interact with the third party, via one or more deliberate interactions. Hovering over, muting, pausing, or closing a given piece of content does not constitute a consumer's intent to interact with a third party.
- (B) The business uses or shares an identifier for a consumer who has opted out of the sale of the consumer's personal information for the purposes of alerting third parties that the consumer has opted out of the sale of the consumer's personal information.
- (C) The business uses or shares with a service provider personal information of a consumer that is necessary to perform a business purpose if both of the following conditions are met:
  - (i) The business has provided notice that information being used or shared in its terms and conditions consistent with Section 1798.135.
  - (ii) The service provider does not further collect, sell, or use the personal information of the consumer except as necessary to perform the business purpose.
- (D) The business transfers to a third party the personal information of a consumer as an asset that is part of a merger, acquisition, bankruptcy, or other transaction in which the third party assumes control of all or part of the business, provided that information is used or shared consistently with Sections 1798.110 and 1798.115. If a third party materially alters how it uses or shares the personal information of a consumer in a manner that is materially inconsistent with the promises made at the time of collection, it shall provide prior notice of the new or changed practice to the consumer. The notice shall be sufficiently prominent and robust to ensure that existing consumers can easily exercise their choices consistently with Section 1798.120. This subparagraph does not authorize a business to make material, retroactive privacy policy changes or make other changes in their privacy policy in a manner that would violate the Unfair and Deceptive Practices Act (Chapter 5 (commencing with Section 17200) of Part 2 of Division 7 of the Business and Professions Code).
- (u) "Service" or "services" means work, labor, and services, including services furnished in connection with the sale or repair of goods.

- (v) “Service provider” means a sole proprietorship, partnership, limited liability company, corporation, association, or other legal entity that is organized or operated for the profit or financial benefit of its shareholders or other owners, that processes information on behalf of a [business](#) and to which the [business](#) discloses a [consumer](#)’s [personal information](#) for a [business purpose](#) pursuant to a written contract, provided that the contract prohibits the entity receiving the information from retaining, using, or disclosing the [personal information](#) for any purpose other than for the specific purpose of performing the [services](#) specified in the contract for the [business](#), or as otherwise permitted by this title, including retaining, using, or disclosing the [personal information](#) for a commercial purpose other than providing the [services](#) specified in the contract with the [business](#).
- (w) “Third party” means a person who is not any of the following:
- (1) The [business](#) that [collects personal information](#) from [consumers](#) under this title.
  - (2) (A) A person to whom the [business](#) discloses a [consumer](#)’s [personal information](#) for a [business purpose](#) pursuant to a written contract, provided that the contract:
    - (i) Prohibits the person receiving the [personal information](#) from:
      - (I) Selling the [personal information](#).
      - (II) Retaining, using, or disclosing the [personal information](#) for any purpose other than for the specific purpose of performing the [services](#) specified in the contract, including retaining, using, or disclosing the [personal information](#) for a commercial purpose other than providing the [services](#) specified in the contract.
      - (III) Retaining, using, or disclosing the information outside of the direct [business](#) relationship between the person and the [business](#).
    - (ii) Includes a certification made by the person receiving the [personal information](#) that the person understands the restrictions in subparagraph (A) and will comply with them.
  - (B) A person covered by this paragraph that violates any of the restrictions set forth in this title shall be liable for the violations. A [business](#) that discloses [personal information](#) to a person covered by this paragraph in compliance with this paragraph shall not be liable under this title if the person receiving the [personal information](#) uses it in violation of the restrictions set forth in this title, provided that, at the time of disclosing the [personal information](#), the [business](#) does not have actual knowledge, or reason to believe, that the person intends to commit such a violation.

- (x) “Unique identifier” or “Unique personal identifier” means a persistent identifier that can be used to recognize a [consumer](#), a family, or a [device](#) that is linked to a [consumer](#) or family, over time and across different [services](#), including, but not limited to, a [device](#) identifier; an Internet Protocol address; cookies, beacons, pixel tags, mobile ad identifiers, or similar technology; customer number, unique pseudonym, or user alias; telephone numbers, or other forms of persistent or [probabilistic identifiers](#) that can be used to identify a particular [consumer](#) or [device](#). For purposes of this subdivision, “family” means a custodial parent or guardian and any minor children over which the parent or guardian has custody.
- (y) “Verifiable consumer request” means a request that is made by a [consumer](#), by a [consumer](#) on behalf of the [consumer](#)’s minor child, or by a natural person or a person registered with the Secretary of State, authorized by the [consumer](#) to act on the [consumer](#)’s behalf, and that the [business](#) can reasonably verify, pursuant to regulations adopted by the Attorney General pursuant to paragraph (7) of subdivision (a) of Section 1798.185 to be the [consumer](#) about whom the [business](#) has [collected personal information](#). A [business](#) is not obligated to provide information to the [consumer](#) pursuant to Sections 1798.110 and 1798.115 if the [business](#) cannot verify, pursuant this subdivision and regulations adopted by the Attorney General pursuant to paragraph (7) of subdivision (a) of Section 1798.185, that the [consumer](#) making the request is the [consumer](#) about whom the [business](#) has [collected](#) information or is a person authorized by the [consumer](#) to act on such [consumer](#)’s behalf.

1798.145. [Exceptions]

- (a) The obligations imposed on businesses by this title shall not restrict a [business](#)’s ability to:
- (1) Comply with federal, state, or local laws.
  - (2) Comply with a civil, criminal, or regulatory inquiry, investigation, subpoena, or summons by federal, state, or local authorities.
  - (3) Cooperate with law enforcement agencies concerning conduct or activity that the [business](#), [service](#) provider, or [third party](#) reasonably and in good faith believes may violate federal, state, or local law.
  - (4) Exercise or defend legal claims.
  - (5) Collect, use, retain, sell, or disclose [consumer](#) information that is [deidentified](#) or in the [aggregate consumer information](#).
  - (6) Collect or sell a [consumer](#)’s [personal information](#) if every aspect of that commercial conduct takes place wholly outside of California. For purposes of this title, commercial conduct takes place wholly outside of California if the [business](#) [collected](#) that information while the [consumer](#) was outside of California, no part

of the sale of the consumer's personal information occurred in California, and no personal information collected while the consumer was in California is sold. This paragraph shall not permit a business from storing, including on a device, personal information about a consumer when the consumer is in California and then collecting that personal information when the consumer and stored personal information is outside of California.

- (b) The obligations imposed on businesses by Sections 1798.110 to 1798.135, inclusive, shall not apply where compliance by the business with the title would violate an evidentiary privilege under California law and shall not prevent a business from providing the personal information of a consumer to a person covered by an evidentiary privilege under California law as part of a privileged communication.
- (c) (1) This title shall not apply to any of the following:
  - (A) Medical information governed by the Confidentiality of Medical Information Act (Part 2.6 (commencing with Section 56) of Division 1) or protected health information that is collected by a covered entity or business associate governed by the privacy, security, and breach notification rules issued by the United States Department of Health and Human Services, Parts 160 and 164 of Title 45 of the Code of Federal Regulations, established pursuant to the Health Insurance Portability and Accountability Act of 1996 (Public Law 104-191) and the Health Information Technology for Economic and Clinical Health Act (Public Law 111-5).
  - (B) A provider of health care governed by the Confidentiality of Medical Information Act (Part 2.6 (commencing with Section 56) of Division 1) or a covered entity governed by the privacy, security, and breach notification rules issued by the United States Department of Health and Human Services, Parts 160 and 164 of Title 45 of the Code of Federal Regulations, established pursuant to the Health Insurance Portability and Accountability Act of 1996 (Public Law 104-191), to the extent the provider or covered entity maintains patient information in the same manner as medical information or protected health information as described in subparagraph (A) of this section.
  - (C) Information collected as part of a clinical trial subject to the Federal Policy for the Protection of Human Subjects, also known as the Common Rule, pursuant to good clinical practice guidelines issued by the International Council for Harmonisation or pursuant to human subject protection requirements of the United States Food and Drug Administration.
- (2) For purposes of this subdivision, the definitions of “medical information” and “provider of health care” in Section 56.05 shall apply and the definitions of

“business associate,” “covered entity,” and “protected health information” in Section 160.103 of Title 45 of the Code of Federal Regulations shall apply.

- (d) This title shall not apply to the sale of [personal information](#) to or from a [consumer](#) reporting agency if that information is to be reported in, or used to generate, a [consumer](#) report as defined by subdivision (d) of Section 1681a of Title 15 of the United States Code, and use of that information is limited by the federal Fair Credit Reporting Act (15 U.S.C. Sec. 1681 et seq.).
- (e) This title shall not apply to [personal information collected](#), [processed](#), [sold](#), or disclosed pursuant to the federal Gramm-Leach-Bliley Act (Public Law 106-102), and implementing regulations, or the California Financial Information Privacy Act (Division 1.4 (commencing with Section 4050) of the Financial Code). This subdivision shall not apply to Section 1798.150.
- (f) This title shall not apply to [personal information collected](#), [processed](#), [sold](#), or disclosed pursuant to the Driver’s Privacy Protection Act of 1994 (18 U.S.C. Sec. 2721 et seq.). This subdivision shall not apply to Section 1798.150.
- (g) Notwithstanding a [business](#)’s obligations to respond to and honor [consumer](#) rights requests pursuant to this title:
  - (1) A time period for a [business](#) to respond to any verified [consumer](#) request may be extended by up to 90 additional days where necessary, taking into account the complexity and number of the requests. The [business](#) shall inform the [consumer](#) of any such extension within 45 days of receipt of the request, together with the reasons for the delay.
  - (2) If the [business](#) does not take action on the request of the [consumer](#), the [business](#) shall inform the [consumer](#), without delay and at the latest within the time period permitted of response by this section, of the reasons for not taking action and any rights the [consumer](#) may have to appeal the decision to the [business](#).
  - (3) If requests from a [consumer](#) are manifestly unfounded or excessive, in particular because of their repetitive character, a [business](#) may either charge a reasonable fee, taking into account the administrative costs of providing the information or communication or taking the action requested, or refuse to act on the request and notify the [consumer](#) of the reason for refusing the request. The [business](#) shall bear the burden of demonstrating that any [verified consumer request](#) is manifestly unfounded or excessive.
- (h) A [business](#) that discloses [personal information](#) to a [service](#) provider shall not be liable under this title if the [service](#) provider receiving the [personal information](#) uses it in violation of the restrictions set forth in the title, provided that, at the time of disclosing the [personal information](#), the [business](#) does not have actual knowledge, or reason to believe, that the [service](#) provider intends to commit such a violation. A [service](#) provider

shall likewise not be liable under this title for the obligations of a [business](#) for which it provides [services](#) as set forth in this title.

- (i) This title shall not be construed to require a [business](#) to reidentify or otherwise link information that is not maintained in a manner that would be considered [personal information](#).
- (j) The rights afforded to [consumers](#) and the obligations imposed on the [business](#) in this title shall not adversely affect the rights and freedoms of other [consumers](#).
- (k) The rights afforded to consumers and the obligations imposed on any business under this title shall not apply to the extent that they infringe on the noncommercial activities of a person or entity described in subdivision (b) of Section 2 of Article I of the California Constitution.

1798.150. [Private Right of Action]

- (a) (1) Any [consumer](#) whose nonencrypted or nonredacted personal information, as defined in subparagraph (A) of paragraph (1) of subdivision (d) of Section 1798.81.5, is subject to an unauthorized access and exfiltration, theft, or disclosure as a result of the [business](#)'s violation of the duty to implement and maintain reasonable security procedures and practices appropriate to the nature of the information to protect the [personal information](#) may institute a civil action for any of the following:
  - (A) To recover damages in an amount not less than one hundred dollars (\$100) and not greater than seven hundred and fifty (\$750) per [consumer](#) per incident or actual damages, whichever is greater.
  - (B) Injunctive or declaratory relief.
  - (C) Any other relief the court deems proper.
- (2) In assessing the amount of statutory damages, the court shall consider any one or more of the relevant circumstances presented by any of the parties to the case, including, but not limited to, the nature and seriousness of the misconduct, the number of violations, the persistence of the misconduct, the length of time over which the misconduct occurred, the willfulness of the defendant's misconduct, and the defendant's assets, liabilities, and net worth.
- (b) Actions pursuant to this section may be brought by a [consumer](#) if, prior to initiating any action against a [business](#) for statutory damages on an individual or class-wide basis, a [consumer](#) provides a [business](#) 30 days' written notice identifying the specific provisions of this title the [consumer](#) alleges have been or are being violated. In the event a cure is possible, if within the 30 days the [business](#) actually cures the noticed violation and provides the [consumer](#) an express written statement that the violations have been cured and that no further violations shall occur, no action for individual statutory damages or

class-wide statutory damages may be initiated against the [business](#). No notice shall be required prior to an individual [consumer](#) initiating an action solely for actual pecuniary damages suffered as a result of the alleged violations of this title. If a [business](#) continues to violate this title in breach of the express written statement provided to the [consumer](#) under this section, the [consumer](#) may initiate an action against the [business](#) to enforce the written statement and may pursue statutory damages for each breach of the express written statement, as well as any other violation of the title that postdates the written statement.

- (c) The cause of action established by this section shall apply only to violations as defined in subdivision (a) and shall not be based on violations of any other section of this title. Nothing in this title shall be interpreted to serve as the basis for a private right of action under any other law. This shall not be construed to relieve any party from any duties or obligations imposed under other law or the United States or California Constitution.

#### 1798.155. [Enforcement]

- (a) Any [business](#) or [third party](#) may seek the opinion of the Attorney General for guidance on how to comply with the provisions of this title.
- (b) A [business](#) shall be in violation of this title if it fails to cure any alleged violation within 30 days after being notified of alleged noncompliance. Any [business](#), [service](#) provider, or other person that violates this title shall be subject to an injunction and liable for a civil penalty of not more than two thousand five hundred dollars (\$2,500) for each violation or seven thousand five hundred dollars (\$7,500) for each intentional violation, which shall be assessed and recovered in a civil action brought in the name of the people of the State of California by the Attorney General. The civil penalties provided for in this section shall be exclusively assessed and recovered in a civil action brought in the name of the people of the State of California by the Attorney General.
- (c) Any civil penalty assessed for a violation of this title, and the proceeds of any settlement of an action brought pursuant to subdivision (b), shall be deposited in the Consumer Privacy Fund, created within the General Fund pursuant to subdivision (a) of Section 1798.160 with the intent to fully offset any costs incurred by the state courts and the Attorney General in connection with this title.

#### 1798.160. [Consumer Privacy Fund]

- (a) A special fund to be known as the “Consumer Privacy Fund” is hereby created within the General Fund in the State Treasury, and is available upon appropriation by the Legislature to offset any costs incurred by the state courts in connection with actions brought to enforce this title and any costs incurred by the Attorney General in carrying out the Attorney General’s duties under this title.

- (b) Funds transferred to the Consumer Privacy Fund shall be used exclusively to offset any costs incurred by the state courts and the Attorney General in connection with this title. These funds shall not be subject to appropriation or transfer by the Legislature for any other purpose, unless the Director of Finance determines that the funds are in excess of the funding needed to fully offset the costs incurred by the state courts and the Attorney General in connection with this title, in which case the Legislature may appropriate excess funds for other purposes.

1798.175. [Interpretation]

This title is intended to further the constitutional right of privacy and to supplement existing laws relating to [consumers' personal information](#), including, but not limited to, Chapter 22 (commencing with Section 22575) of Division 8 of the Business and Professions Code and Title 1.81 (commencing with Section 1798.80). The provisions of this title are not limited to information [collected](#) electronically or over the Internet, but apply to the collection and sale of all [personal information collected](#) by a [business](#) from [consumers](#). Wherever possible, law relating to [consumers' personal information](#) should be construed to harmonize with the provisions of this title, but in the event of a conflict between other laws and the provisions of this title, the provisions of the law that afford the greatest protection for the right of privacy for [consumers](#) shall control.

1798.180. [Preemption]

This title is a matter of statewide concern and supersedes and preempts all rules, regulations, codes, ordinances, and other laws adopted by a city, county, city and county, municipality, or local agency regarding the collection and sale of [consumers' personal information](#) by a [business](#).

1798.185. [Attorney General Regulations]

- (a) On or before July 1, 2020, the Attorney General shall solicit broad public participation and adopt regulations to further the purposes of this title, including, but not limited to, the following areas:
- (1) Updating as needed additional categories of [personal information](#) to those enumerated in subdivision (c) of Section 1798.130 and subdivision (o) of Section 1798.140 in order to address changes in technology, data collection practices, obstacles to implementation, and privacy concerns.
  - (2) Updating as needed the definition of [unique identifiers](#) to address changes in technology, data collection, obstacles to implementation, and privacy concerns, and additional categories to the definition of designated methods for submitting requests to facilitate a [consumer's](#) ability to obtain information from a [business](#) pursuant to Section 1798.130.

- (3) Establishing any exceptions necessary to comply with state or federal law, including, but not limited to, those relating to trade secrets and intellectual property rights, within one year of passage of this title and as needed thereafter.
  - (4) Establishing rules and procedures for the following:
    - (A) To facilitate and govern the submission of a request by a [consumer](#) to opt-out of the sale of [personal information](#) pursuant to paragraph (1) of subdivision (a) of Section 1798.145.
    - (B) To govern [business](#) compliance with a [consumer](#)'s opt-out request.
    - (C) For the development and use of a recognizable and uniform opt-out logo or button by all businesses to promote [consumer](#) awareness of the opportunity to opt-out of the sale of [personal information](#).
  - (5) Adjusting the monetary threshold in subparagraph (A) of paragraph (1) of subdivision (c) of Section 1798.40 in January of every odd-numbered year to reflect any increase in the Consumer Price Index.
  - (6) Establishing rules, procedures, and any exceptions necessary to ensure that the notices and information that businesses are required to provide pursuant to this title are provided in a manner that may be easily understood by the average [consumer](#), are accessible to [consumers](#) with disabilities, and are available in the language primarily used to interact with the [consumer](#), including establishing rules and guidelines regarding financial incentive offerings, within one year of passage of this title and as needed thereafter.
  - (7) Establishing rules and procedures to further the purposes of Sections 1798.110 and 1798.115 and to facilitate a [consumer](#)'s or the [consumer](#)'s authorized agent's ability to obtain information pursuant to Section 1798.130, with the goal of minimizing the administrative burden on [consumers](#), taking into account available technology, security concerns, and the burden on the [business](#), to govern a [business](#)'s determination that a request for information received by a [consumer](#) is a verifiable consumer request, including treating a request submitted through a password-protected account maintained by the [consumer](#) with the [business](#) while the [consumer](#) is logged into the account as a verifiable consumer request and providing a mechanism for a [consumer](#) who does not maintain an account with the [business](#) to request information through the [business](#)'s authentication of the [consumer](#)'s identity, within one year of passage of this title and as needed thereafter.
- (b) The Attorney General may adopt additional regulations as necessary to further the purposes of this title.

- (c) The Attorney General shall not bring an enforcement action under this title until six months after the publication of the final regulations issued pursuant to this section or July 1, 2020, whichever is sooner.

1798.190. [Construing a Sale of PI]

If a series of steps or transactions were component parts of a single transaction intended from the beginning to be taken with the intention of avoiding the reach of this title, including the disclosure of information by a [business](#) to a [third party](#) in order to avoid the definition of sell, a court shall disregard the intermediate steps or transactions for purposes of effectuating the purposes of this title.

1798.192. [No Waiver of Rights Allowed]

Any provision of a contract or agreement of any kind that purports to waive or limit in any way a [consumer](#)'s rights under this title, including, but not limited to, any right to a remedy or means of enforcement, shall be deemed contrary to public policy and shall be void and unenforceable. This section shall not prevent a [consumer](#) from declining to request information from a [business](#), declining to opt-out of a [business](#)'s sale of the [consumer](#)'s [personal information](#), or authorizing a [business](#) to sell the [consumer](#)'s [personal information](#) after previously opting out.

1798.194. [Interpretation]

This title shall be liberally construed to effectuate its purposes.

1798.196. [Preemption]

This title is intended to supplement federal and state law, if permissible, but shall not apply if such application is preempted by, or in conflict with, federal law or the United States or California Constitution.

1798.198. [Effective Date]

- (a) Subject to limitation provided in subdivision (b), and in Section 1798.199, this title shall be operative January 1, 2020.
- (b) This title shall become operative only if initiative measure No. 17-0039, The Consumer Right to Privacy Act of 2018, is withdrawn from the ballot pursuant to Section 9604 of the Elections Code.

1798.199. [Effective Date of Preemption]

- (a) Notwithstanding Section 1798.198, Section 1798.180 shall be operative on the effective date of the act adding this section.

SECTION 4. [Severability]

- (a) The provisions of this bill are severable. If any provision of this bill or its application is held invalid, that invalidity shall not affect other provisions or applications that can be given effect without the invalid provision or application.

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