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CYB 410 – 2-1 Activity: Comparing Privacy Protection Laws
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The California Consumer Privacy Act (CCPA) is recognized as one of the biggest consumer privacy laws in the United States. It gives California residents the right to be informed about their personal data being collected by businesses, the right to request the deletion of data, the right to opt out of the sale or sharing of their information, and the right to be protected from discrimination for their CCPA rights.

Since I live in California, I am protected under the California Consumer Privacy Act (CCPA). For example, Nevada's SB 220 offers fewer protections for its consumers. Looking at both laws, they give people the right to opt out of the sale of their personal information. According to the Akin Gump website, "Like the CCPA, Nevada's SB 220 provides consumers with the right to opt out of the sale of their personal information, but it is narrower in scope. Importantly, unlike the CCPA, SB 220 does not include rights of portability, deletion or nondiscrimination." (Akin Gump, 2019). The difference between Nevada and California is that California has more control and transparency over its own personal data than consumers in the state of Nevada.

As a California resident for 24 years, I would like a few changes to the CCPA to make it a little bit better. First, I would like for some companies to create a much simpler and clearer opt-out option for their consumers because many websites make it a little bit confusing for consumers if they don't want their data to be released. Second, I would enforce stricter penalties,

stronger fines, and greater accountability, as this would encourage businesses and business owners to take their consumers' privacy seriously.

Reviewing the notifications of breaches in California has made me reconsider my consumer habits, as seeing how many companies have been breached and how often personal data is exposed has made me more aware and cautious of the vulnerability of my personal information. I used to think that breaches mostly occurred in large tech companies or government organizations, but reviewing California's public breach reports reveals that they can happen to all kinds of businesses, from healthcare providers to retail stores. This definitely makes me think twice about where I share my information and how much I give out.

Resources

Kohne, N. G., & Sakowitz Klein, J.-E. (2019, September 10). *New Nevada privacy law takes effect in October—Comparison of Nevada law to CCPA*. Akin Gump Data Dive.
<https://www.akingump.com/en/insights/blogs/ag-data-dive/new-nevada-privacy-law-takes-effect-in-october-comparison-of>