

California Consumer Privacy Act

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The **California Consumer Privacy Act (CCPA)** is a [state statute](#) intended to enhance [privacy](#) rights and [consumer protection](#) for residents of [California](#), [United States](#). The bill was passed by the [California State Legislature](#) and signed into law by [Jerry Brown](#), Governor of California, on June 28, 2018, to amend Part 4 of Division 3 of the [California Civil Code](#).^[2] Officially called **AB-375**, the act was introduced by [Ed Chau](#), member of the California State Assembly, and State Senator [Robert Hertzberg](#).^{[3][4]}

Amendments to the CCPA, in the form of Senate Bill 1121, were passed on September 13, 2018.^{[5][6]} Additional substantive amendments were signed into law on October 11, 2019.^[7] The CCPA became effective on January 1, 2020.^[8]


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California Consumer Privacy Act



California State Legislature

Full name	California Consumer Privacy Act of 2018 ^[1]
Status	Passed
Introduced	January 3, 2018
Signed into law	June 28, 2018
Governor	Jerry Brown
Code	California Civil Code
Section	1798.100
Resolution	AB-375 (2017–2018 Session)
Website	Assembly Bill No. 375 

Intentions of the Act [\[edit \]](#)

The intentions of the Act are to provide California residents with the right to:

- Know what [personal data](#) is being collected about them.
- Know whether their personal data is sold or disclosed and to whom.
- Say no to the sale of personal data.
- Access their personal data.
- Request a business to delete any personal information about a consumer collected from that consumer.^[9]
- Not be discriminated against for exercising their [privacy rights](#).

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California Privacy Rights Act (CPRA, 03.11.2020)

The CPRA provides for new rights and amends existing rights:**c. New and expanded consumer privacy rights**

Brand-new rights

- **Right to Correction.** Consumers may request any correction of their PI held by a business if that information is inaccurate.
- **Right to Opt Out of Automated Decision Making Technology.** The CPRA authorizes regulations allowing consumers to opt out of the use of automated decision making technology, including “profiling,” in connection with decisions related to a consumer’s work performance, economic situation, health, personal preferences, interests, reliability, behavior, location or movements.
- **Right to Access Information About Automated Decision Making.** The CPRA authorizes regulations allowing consumers to make access requests seeking meaningful information about the logic involved in the decision-making processes and a description of the likely outcome based on that process.
- **Right to Restrict Sensitive PI.** Consumers may limit the use and disclosure of sensitive PI for certain “secondary” purposes, including prohibiting businesses from disclosing sensitive PI to third parties subject to certain exemptions.

Modified rights

- **Modified Right to Delete.** Businesses are now required to notify third parties to delete any consumer PI bought or received, subject to some exceptions.
- **Expanded Right to Opt Out.** The CCPA already grants consumers the right to opt out of the sale of their PI to third parties, which implicitly includes sensitive PI; however, the opt-out right now covers “sharing” of PI for cross-context behavioral advertising as outlined below.
- **Strengthened Opt-In Rights for Minors.** Extends the opt-in right to explicitly include the sharing of PI for behavioral advertising purposes. As with the opt-out right, businesses must wait 12 months before asking a minor for consent to sell or share his or her PI after the minor has declined to provide it.
- **Expanded Right to Data Portability.** Consumers may request that the business transmit specific pieces of PI to another entity, to the extent it is technically feasible for the business to provide the PI in a structured, commonly used and machine-readable format.