The world’s biggest corporations are collecting deeply personal and private information about all of us. Sadly, our current laws aren’t strong enough to protect us or our families from those who would abuse our most personal information.

In 2018, the Legislature enacted the California Consumer Privacy Act. But since then, industry has repeatedly tried to weaken and limit enforcement of this law.

Consumers need stronger protections. That’s why we’ve introduced the California Privacy Rights Act of 2020, to strengthen current privacy laws.

In addition to monitoring our kids, many corporations track us constantly, from gym to office to clinic; they know our friends, jobs, weight, where we eat and how fast we’re driving, our private searches and what we look at online. They also track and sell sensitive information like our race, sexual orientation, and religion.

We believe we should be in control of our own information, and have the right to stop the use of our most sensitive personal information.

OUR PERSONAL INFORMATION--AND OUR CHILDREN'S--IS BEING ABUSED:

Giant corporations make billions buying and selling our personal information—apps, phones, and cars sell your location constantly. The California Privacy Rights Act gives
you the power to stop businesses tracking you precisely, like selling how many times you go to the gym or fast food restaurants to health insurers—without your knowledge or permission. (22)

Worse, these corporations don’t keep your information safe. In 2018, there were a whopping 1,244,000,000 data breaches in the U.S., with over 446,000,000 records exposed, leading to massive identity theft. This measure holds big businesses accountable by imposing huge fines if they’re negligent and don’t keep your or your kids’ health information, or Social Security numbers safe. (22)

THE CALIFORNIA PRIVACY RIGHTS ACT WOULD: (22)

1. PROTECT YOUR MOST PERSONAL INFORMATION, by allowing you to prevent businesses from using or sharing sensitive information about your health, finances, race, ethnicity, and precise location; (22)

2. Safeguard young people, TRIPLING FINES for violations involving children’s information; (24)

3. Put new limits on companies’ collection and use of our personal information;

4. Establish an enforcement arm—the California Privacy Protection Agency—to defend these rights and hold companies accountable, and extend enforcement including IMPOSING PENALTIES FOR NEGLIGENCE resulting in theft of consumers’ emails and passwords. (24)
5. MAKE IT MUCH HARDER TO WEAKEN PRIVACY in California in the future, by preventing special interests and politicians from undermining Californians' privacy rights, while allowing the Legislature to amend the law to further the primary goal of strengthening consumer privacy to better protect you and your children, such as opt-in for use of data, further protections for uniquely vulnerable minors, and greater power for individuals to hold violators accountable. (70)

VOTE YES ON PROP 24 TO SUPPORT THE CALIFORNIA PRIVACY RIGHTS ACT:

California led the nation in enacting privacy rights, but big corporations are spending millions lobbying to weaken our laws. Instead, we need to make California privacy laws stronger. We need to safeguard our privacy protections, and hold corporations accountable when they violate our fundamental rights. (46)

For more information, visit: www.caprivacy.org. (6)

Please join us and VOTE YES ON PROP 24. (6)

James P. Steyer, CEO, Common Sense Media
Alice A. Huffman, President, California NAACP
Celine Mactaggart, Director, Californians for Consumer Privacy