COMMUNITY LEADERS SUPPORT PROP 24

Prop. 24 allows the Legislature to pass stronger privacy laws, including stricter prohibitions on companies treating consumers differently for their privacy choices.

YES ON 24 TO STOP ATTEMPTS TO WEAKEN PRIVACY

"I have witnessed many attempts to weaken California’s privacy laws by deceptively named groups. Prop 24 protects sensitive personal information, children’s privacy, and helps stop identity theft. It’s even stronger than the California Consumer Privacy Act. Please vote YES on Prop 24.

- Senator Robert M. Hertzberg, Joint Author, California Consumer Privacy Act

YES ON 24 TO SUPPORT ECONOMIC FAIRNESS

"Monopolies like Facebook and Google make enormous profits by using your private information to manipulate what you see online. Vote YES on PROP 24, to take back control over your most valuable commodity: your personal information.”

- Paul Romer, Nobel Prize Winner in Economics

YES ON 24 TO STOP RACIAL PROFILING ONLINE

“Prop 24 allows consumers to stop companies from using online racial profiling to discriminate against them.”

- Alice Huffman, President, California NAACP
REBUTTAL TO ARGUMENT AGAINST

PROPOSITION 24

YES ON 24 TO PROTECT HEALTH DATA

“Stop businesses using your most personal health information without your permission. Vote yes on Prop 24.”

- Brad Jacobs, MD, Past Chair, Academy of Integrative Health & Medicine

YES ON 24 TO STRENGTHEN CALIFORNIA PRIVACY LAWS

“We are pleased that the California Privacy Rights Act would close loopholes, strengthen enforcement, and help prevent the Legislature from weakening the measure.”

- Maureen Mahoney, PhD, Consumer Reports

YES ON 24 TO PROTECT KIDS ONLINE

“Kids are spending so much time online this year! Protect them by voting YES on Prop 24, which triples fines for violating children’s privacy.”

- Alex Traverso, President, Theodore Judah PTA

James P. Steyer, CEO, Common Sense Media

Alice A. Huffman, President, California NAACP

Celine Mactaggart, Director, Californians for Consumer Privacy