



CIVIL JUSTICE
ASSOCIATION OF CALIFORNIA

December 13, 2019

Via U.S. Mail and Electronic Mail

The Honorable Xavier Becerra
xavier.becerra@doj.ca.gov
California Department of Justice
1300 I Street, Suite 1740
Sacramento, CA 95814

Re: *The California Privacy Rights Act of 2020* [version 11-13-19]

Dear Attorney General Becerra:

In the collegial spirit that accompanied discussions between the proponent and various businesses about changes to the above Privacy initiative, CJAC tenders for your consideration the below suggested Title and Summary for the measure.

Title

ESTABLISHES PRIVACY RIGHTS ENACTED BY CALIFORNIA LEGISLATURE, EXPANDS LIABILITY FOR CONSUMER DATA BREACHES, CREATES STATE PRIVACY AGENCY, INITIATIVE STATUTE.

Description

Replicates privacy protection rights for consumers' personal information that businesses sell or share with others. Authorizes consumers to sue businesses for data breaches and new politically appointed Agency to impose civil penalties against businesses. Continues Attorney General's authority to adopt regulations for enforcement of law until 2021 when Agency assumes responsibility. Legislative Analyst Summary of fiscal impact: Increased annual state costs of roughly \$10 million for Agency to enforce privacy laws, uncertain state costs from increased workload for DOJ and state courts which may be offset by penalty revenues. Unknown impact on state and local tax revenues from new requirements.

Sincerely,

Fred Hiestand
General Counsel

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