



Assemblymember Buffy Wicks

REPRESENTING ASSEMBLY DISTRICT 15

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Wicks' AB 1760 "Privacy for All" to Expand Consumer Protections for Personal Information

Sacramento, Calif. — Assemblymember Buffy Wicks (D-Oakland) is championing AB 1760, "Privacy for All" to strengthen California's consumer privacy laws by giving consumers additional control of how their personal information is shared and tools to hold companies accountable.

"Companies are making enormous profits off the sharing, use, and even abuse of consumers' data—we need to level the playing field," said Wicks. "Consumers should have the right to find out what data companies have collected on them, how that information is being used, and to stop their personal information from being shared and sold."

In 2018, California took an important step toward increasing privacy protections for consumers by enacting the Consumer Privacy Act (AB 375 / SB 1121). Privacy for All will build on last year's efforts by:

- Requiring companies to have consumers opt-in for the use and sharing of personal information;
- Limiting use of personal information to what consumers would expect based on the service;
- Giving consumers the right to know what personal information companies have about them, how their personal information is being used, and who it is being shared with;
- Ensuring that companies can't charge higher prices or provide inferior service to punish consumers for exercising their privacy rights; and
- Providing legal recourse so Californians can go to court to force companies to follow the law and respect their rights.

Advocates from the American Civil Liberties Union of California, Common Sense Kids Action, the Council of American-Islamic Relations – California, the Electronic Frontier Foundation, Privacy Rights Clearinghouse, and the Greenlining Institute will join Assemblymember Wicks in Sacramento to announce the bill.

"Privacy is a civil and human right for all Californians. For far too long, tech companies have been able to play fast and loose with our personal information – and Cambridge Analytica, massive data breaches, and online discrimination have been the result. It's time to make sure rights are real for all Californians and we have the power to protect our privacy, personal safety, and financial security. It's time to pass Privacy for All," said Nicole Ozer, Technology and Civil Liberties Director for the ACLU of California.

"Consumers are fed up with seeing their personal information secretly collected and sold without their consent. We are proud of how the CCPA gives consumers more control, and will defend the new law against anti-privacy profiteers who seek to weaken it," said Joe Ridout, spokesman for Consumer Action.

In an age where peoples shopping, finances, and identities are increasingly online, being in control of one's life requires being in control of one's personal information. But that control is being taken from consumers by companies that are seeking to profit from their personal information. AB 1760 puts some of that control back in the hands of consumers so they can safeguard their privacy, livelihoods, safety, and civil rights.

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Assemblymember Buffy Wicks represents California's 15th Assembly District, which includes all or portions of the cities of Oakland, Richmond, Berkeley, Emeryville, Albany, El Cerrito, San Pablo, Pinole, El Sobrante, Hercules, Kensington, and Piedmont. You can learn more about Asm. Wicks at a15.asmdc.org

Privacy for All (AB 1760—Wicks)

Protecting the Privacy Rights, Personal Safety, and Financial Security of Californians

We need Privacy for All to make sure Cambridge Analytica can't happen again, California constitutional privacy rights aren't reserved for the rich, and tech companies stop making hollow apologies and respect our rights. It's time to hold tech companies accountable to Californians.

Privacy for All is supported by a diverse coalition of organizations that work every day to safeguard the rights, personal safety, and financial security of Californians.

Privacy for All means:

- **POWER FOR ALL** to control how our personal information is used or shared.
- **KNOWLEDGE FOR ALL** about what personal information companies collect and share and who they share it with.
- **RIGHTS FOR ALL** so companies can't punish us for using our privacy rights and they are forced to follow the law.

Privacy for All puts the rights of people over industry profits by forcing the business of exploiting personal information out of the shadows and giving us the power to protect our privacy, personal safety, and financial security.

It's Time for Privacy for All to Protect Rights, Safety, and Financial Security

For far too long, tech companies have been recklessly harvesting and sharing our personal information. It's time to reclaim our right to privacy and take the industry to task. Today, advances in technology and drastic changes in business practices have outpaced statutory law. California is not living up to its promise to protect its people in the digital age.

Facebook shared the private and incredibly sensitive information of 87 million people with Cambridge Analytica. The true ramifications on the political process: unknown. And that's just the tip of iceberg.

Marriott, Equifax, Yahoo, Target and thousands of other small and large companies have had massive data breaches of more than 11 billion records. We don't know the full fallout of these breaches, but we know that Californians wouldn't be sitting ducks with real control over their personal information.

Google ads for high paying jobs were shown disproportionately to men rather than women. **Facebook** has allowed advertisers to use data-driven ads to exclude Latino, Black and other "ethnic affinity" users from seeing information about housing, employment, and credit. Data-driven mortgage lending is perpetuating economic inequality and discrimination, with Black and Latino borrowers paying much higher interest rates.

Facebook, Instagram, and Twitter were sharing data with third parties across the country to enable surveillance of protesters and unions – who were characterized as "overt threats."

Vulnerable women, children, and seniors have been targeted. Data brokers have compiled and sold lists of rape victims and seniors with dementia. **Facebook** was getting users as young as 13 to install an app to track their habits and that gave the company access to everything their phone sent or received over the internet.

Privacy for All Provides the Mechanisms We Need to Control Our Lives

POWER FOR ALL—A company has to get permission to share and use personal information. Privacy for All closes CCPA loopholes that only control “selling” personal information (Facebook claims it doesn’t “sell”), removes the burden from on Californians who want to protect their personal information, and requires that personal information isn’t used in ways people don’t know or expect. Privacy for All ensures that the law covers all sharing of personal information and gives Californians real control.

KNOWLEDGE FOR ALL—A company has to tell a Californian what personal information it has collected and shared about them with other companies. Privacy for All gives Californians the right to know what personal information companies have shared and exactly who they have shared it with.

RIGHTS FOR ALL—A company can’t punish someone with higher prices or worse service for exercising their rights. Privacy for All fixes the problems in CCPA and makes sure that California constitutional privacy rights aren’t reserved for the rich. It also makes sure Californians have the power to go to court and force companies to follow the law and respect their rights.

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ACLU of California, Common Sense Kids Action, Electronic Frontier Foundation, Access Humboldt, Asian Americans Advancing Justice -LA, California Public Interest Research Group (CalPIRG), Campaign for a Commercial Free Childhood, Center for Digital Democracy, Center for Human Rights and Privacy, Center for Media Justice, Color of Change, Consumer Action, Consumer Federation of California, Council on American-Islamic Relations – California, CreaTV, Digital Privacy Alliance, Ella Baker Center, Fair Chance Project, Line Break Media, Media Alliance, Oakland Privacy, Pangea Legal Services, Privacy Rights Clearinghouse, Restore The Fourth, Secure Justice, The Greenlining Institute, The Utility Reform Network (TURN), X-Lab, Youth + Tech + Health.