
SENATE COMMITTEE ON APPROPRIATIONS

Senator Sabrina Cervantes, Chair
2025 - 2026 Regular Session

AB 1542 (Ward) - Sensitive personal information

Version: June 25, 2026

Urgency: No

Hearing Date: August 3, 2026

Policy Vote: P., D.T., & C.P. 7 - 2

Mandate: No

Consultant: Bob Franzoia

Bill Summary: AB 1542 would prohibit the selling or sharing of sensitive personal information to a third party pursuant to the California Consumer Privacy Act (CCPA).

Fiscal Impact: Enforcement costs of \$536,000 in FY 2026-27 and \$520,000 ongoing to the California Privacy Protection Agency (CalPrivacy). CalPrivacy estimates that the enforcement division will require one attorney position and one information technology specialist position to investigate and enforce the prohibition on selling and sharing sensitive personal information. Although CalPrivacy currently investigates the data sharing practices of businesses, this prohibition will likely lead to a larger universe of potential targets and an increased need for analysis about data flows. (General Fund)

Costs to the Department of Justice (DOJ), which shares enforcement authority with CalPrivacy, potentially of a similar amount. Actual costs will depend on the extent to which the Public Rights Division pursues enforcement actions. If DOJ hires staff to handle enforcement actions, DOJ would incur significant workload costs, likely in the low hundreds of thousands of dollars annually. If DOJ does not pursue enforcement as authorized by this bill, it would likely not incur any costs.

Cost pressure of an unknown but potentially significant amount to the courts to adjudicate any additional filings. While the courts are not funded on a workload basis, an increase in workload could result in delayed court services and would put pressure on the General Fund to fund additional staff and resources. The FY 2026-27 Budget appropriated \$70 million General Fund for this purpose. (Trial Court Trust Fund, General Fund)

Background: The CCPA grants consumers certain rights with regard to their personal information, including enhanced notice, access, and disclosure; the right to deletion; the right to restrict the sale of information; and protection from discrimination for exercising these rights. It places attendant obligations on businesses to respect those rights. The CPRA also created a new category of "sensitive personal information" and afforded consumers enhanced rights with respect to that information, including the ability to restrict businesses' use and disclosure of that information. This category includes data such as precise geolocation information and immigration status.

Staff Comments: This bill amends Civil Code 1798.100 et seq in the CCPA so that CalPrivacy and DOJ would both share enforcement with CalPrivacy through administrative enforcement per Civil Code 1798.199.55 and DOJ through civil enforcement per Civil Code 1798.199.90.