
SENATE COMMITTEE ON APPROPRIATIONS

Senator Sabrina Cervantes, Chair
2025 - 2026 Regular Session

SB 1104 (Cabaldon) - California Consumer Privacy Act of 2018: data broker registration: accessible deletion mechanism

Version: April 23, 2026

Urgency: No

Hearing Date: May 11, 2026

Policy Vote: P., D.T., & C.P. 7 - 1

Mandate: No

Consultant: Bob Franzoia

Bill Summary: SB 1104 requires data brokers to provide more information when registering with the data broker registry and codifies existing regulatory language defining “direct relationship.” The bill requires the Office of Data and Innovation (ODI) within the Government Operations Agency to create a privacy preference profile tool.

Fiscal Impact: Unknow, significant initial and ongoing cost to ODI to establish and maintain a statewide privacy preference profile tool (General Fund)

CalPrivacy estimates minor, one time costs (Data Broker Registry Fund).

Background: Companies regularly and systematically collect, analyze, share, and sell the personal information of consumers. While this data collection provides consumers with various benefits, public fears about the widespread, unregulated amassing of personal information have only grown since privacy was made a part of California’s Constitution. One particularly troubling area of this systematic data collection is the emergence of data brokers that collect and profit from this data without having any direct relationship with the consumers whose information they amass.

California established a data broker registry, which requires data brokers to register annually with the California Privacy Protection Agency (CalPrivacy). Data brokers are required to pay a fee and provide certain information about themselves and their practices. Recent updates have bolstered the law to provide consumers more control over their information and expanded consumers’ deletion rights, including through the creation of an accessible deletion mechanism. This bill again fortifies the law by requiring additional disclosures from data brokers and refining the definition of data broker. This bill also requires CalPrivacy to create a privacy preference profile tool, providing consumers with the ability to distinguish between the hundreds of data brokers.

Proposed Law: This bill requires ODI to create a privacy preference profile tool that enables a consumer to:

- 1) Define and store a privacy preference profile expressing the consumer’s preferences regarding data broker data collection and use practices.
- 2) Use the profile to identify relevant privacy and data management practices and policies that are consistent with the consumer’s preferences so that a consumer may make informed decisions about their personal information.

3) The tool shall be capable of evaluating relevant privacy and data management practices and policies against the consumer's preference profile.

4) ODI shall design the tool using input modalities that optimize comprehensibility and alignment with consumer intent and minimize cognitive load, including a natural language input or a structured schematic interface.

Staff Comments: CalPrivacy anticipates minor costs associated with updating the Delete Request and Opt-Out Platform (DROP), rulemaking, and enforcement, including new disclosure requirements in the form of questions to the registration form and updates to the design of the published data broker registry. While rulemaking and enforcement costs are estimated to be absorbable in the near term, based on overall compliance with the requirements of the measure, enforcement may require additional resources in the future. The Delete Act's DROP mechanism is funded by registration fees deposited annually into the Data Broker Registry Fund. Any change in programmatic requirements may require an increase in registration fees.