

Date of Hearing: July 9, 2025

ASSEMBLY COMMITTEE ON APPROPRIATIONS

Buffy Wicks, Chair

SB 361 (Becker) – As Amended June 26, 2025

Policy Committee: Privacy and Consumer Protection

Vote: 15 - 0

Urgency: No

State Mandated Local Program: No

Reimbursable: No

**SUMMARY:**

This bill requires a qualifying data broker to report additional information to the California Privacy Protection Agency (CPPA) when registering with the agency.

Specifically, this bill requires a qualifying data broker to report:

1) Whether it collects the following information from consumers:

- a) Account login or account number in combination with any required security code, access code, or password that would permit access to a consumer's account with a third party.
- b) Drivers' license number, California identification card number, tax identification number, social security number, passport number, military identification number, or other unique government identification number, as specified.
- c) Citizenship data, including immigration status.
- d) Union membership status.
- e) Sexual orientation status.
- f) Gender identity and gender expression data.
- g) Biometric data.

2) Whether it has, in the past year, shared or sold consumers' data to a foreign actor, the federal government, other state governments, law enforcement, or the developer of an AI system or model.

**FISCAL EFFECT:**

CPPA reports absorbable near-term costs to update its data broker registration website and for enforcement. Costs may be offset to some extent by registration fees CPPA is authorized to charge. The agency anticipates it may need additional resources for enforcement in the future, depending on data brokers' compliance with the bill's requirements.

**COMMENTS:**

- 1) **Background.** A data broker is a company with the primary purpose of collecting personal information about consumers, aggregating and analyzing the information, and selling the personal information or data gleaned from it to third parties. In this situation, the consumer is not personally involved in any transaction – instead, a consumer leaves a trail of their personal information like GPS coordinates, social media likes and views, and search information as the consumer visits websites and uses applications. A data broker purchases that personal information and sells it to other companies that use it for marketing, fraud detection, and other services.

Existing law requires a qualifying data broker to register with the CPPA, and to annually provide the agency with its contact information, information about whether it collects specified personal information, including the information of minors, consumers' precise geolocation, and reproductive health care data, among other requirements. This bill requires a data broker to provide CPPA with more information about the type of information it collects, and whether it has shared or sold consumer data to specified parties in the past year.

- 2) **Purpose.** The author intends this bill to increase transparency about data brokers to help people protect the privacy of their personal information. According to the author:

There are serious concerns that data brokers are selling sensitive information in ways that could lead to surveillance and targeting of vulnerable communities, including immigrants, and LGBTQ+ individuals. The risks of mass deportation, discrimination, and other harmful outcomes are real, and we must act to protect people's privacy.

- 3) **Prior Legislation.** SB 362 (Becker), Chapter 709, Statutes of 2023, transferred authority over the data broker registry from the Attorney General to the CPPA and required CPPA to develop a mechanism that makes it easier for a consumer to request deletion of the consumer's personal information maintained by data brokers.

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