

Date of Hearing: August 5, 2026

ASSEMBLY COMMITTEE ON APPROPRIATIONS

Buffy Wicks, Chair

SB 923 (Becker) – As Amended June 11, 2026

Policy Committee: Privacy and Consumer Protection

Vote: 11 - 2

Urgency: No

State Mandated Local Program: No

Reimbursable: No

SUMMARY:

This bill, sponsored by the California Privacy Protection Agency, requires a covered business, upon request, to delete the personal information of the requestor, regardless of the source of the information.

Specifically, this bill:

- 1) Grants a consumer the right to request that a business delete any personal information the business has collected from or about the consumer, rather than only information collected from the consumer directly.
- 2) Deems a business that obtained personal information about a consumer from a source other than the consumer to be in compliance with a deletion request if the business retains a record of the request and the minimum data necessary to ensure the consumer's personal information remains deleted and is not used for any other purpose.
- 3) Requires a business that operates exclusively online and has a direct relationship with a consumer to provide an email address and make an online method, such as a web form or online portal, available for submitting requests for disclosure, deletion, or correction.
- 4) Finds and declares that these changes further the purposes and intent of the California Privacy Rights Act of 2020 (CPRA).

FISCAL EFFECT:

- 1) Costs of \$600,000 or less annually (Consumer Privacy Fund, General Fund) to the Department of Justice (DOJ), beginning January 1, 2027, to investigate and prosecute violations of the expanded deletion right and online-method requirement, provide technical support to review compliance, and respond to increased consumer inquiries and complaints. DOJ reports the Consumer Protection Section requires a deputy attorney general and a legal secretary, and the Public Inquiry Unit within the DOJ, which receives CCPA complaints in significant volume, requires an analyst. DOJ notes the Consumer Privacy Fund is the appropriate fund source for these activities but reports insufficient cash in that fund at this time, requiring General Fund support, and states the costs cannot be absorbed within existing budgeted resources.
- 2) Enforcement costs to the California Privacy Protection Agency (CalPrivacy), which CalPrivacy anticipates will be absorbable in the near term (Consumer Privacy Fund).

CalPrivacy reports the volume of potential investigations already vastly exceeds available resources, and that expanding the scope of the CCPA may add questions to existing investigations but is unlikely to measurably increase short-term workload given a large backlog. CalPrivacy notes that, depending on overall compliance with the bill's requirements, enforcement may require additional resources in future years.

COMMENTS:

1) **Purpose.** According to the author:

This bill would strengthen consumers' rights under the California Consumer Privacy Act (CCPA) by expanding the right to delete to cover all personal information a business holds about them, and by requiring online businesses to provide consumers with a webform, online portal, or similar method, to submit requests to delete their personal information. By expanding the CCPA's right to delete personal information, and by improving how consumers can exercise that right, this bill further empowers Californians to take measures to protect their personal information should they choose.

3) **Background.** The CCPA grants consumers the right to request that a business delete personal information the business has collected from the consumer. Personal information a business acquires about a consumer from other sources, including information purchased from data brokers, exchanged with business partners, or otherwise obtained from third parties, falls outside the existing deletion right. Data brokers, by definition, collect and sell personal information about consumers with whom the brokers have no direct relationship, so a consumer's deletion request under current law can leave substantial third-party-sourced information in place even after the consumer has acted to protect their privacy. The Delete Act (SB 362 (Becker), Chapter 709, Statutes of 2023) addresses this gap for registered data brokers by requiring a streamlined deletion mechanism administered by CalPrivacy, with data broker compliance required beginning August 1, 2026.

This bill extends third-party-data deletion beyond registered brokers to all CCPA-covered businesses, while deeming a business compliant if the business retains a record of the deletion request and the minimum data necessary to keep the information deleted — a suppression-list mechanism that prevents re-acquisition from reversing the deletion. This bill additionally requires online-only businesses, which under current law need only provide an email address, to also offer an online method such as a web form or portal for privacy requests. CalPrivacy notes the expanded deletion right applies only to personal information not otherwise exempted from the CCPA; the CCPA's existing exemptions and retention authorities, including retention reasonably necessary to comply with legal obligations, ensure security and integrity, and complete transactions, are unchanged by this bill. CalPrivacy and DOJ share enforcement of the CCPA, with each agency maintaining a separate complaint process. According to CalPrivacy, the agency has received more than 12,000 consumer complaints regarding CCPA violations since launching a complaint portal in July 2023, with volume growing from approximately 2,200 complaints in 2023-24 to approximately 4,900 in 2024-25 and on pace to exceed that figure in the current year. This bill amends provisions of the CCPA enacted by Proposition 24 of 2020, which permits legislative amendment by majority vote only if the amendment is consistent with and furthers the initiative's purpose

and intent. This bill contains a finding to that effect. The changes expand consumer privacy rights, and the bill is sponsored by CalPrivacy, but the question whether the bill furthers Proposition 24's purpose is subject to litigation. To the extent the bill is challenged in court, defense costs would be borne within existing resources.

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