

For Immediate Release

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A Step Backwards for Consumer Privacy:

Why Californians Should Vote No on Proposition 24

Ventura, CA, and Washington, DC: The Center for Digital Democracy (CDD) announced today its opposition to the California Privacy Rights Act (CPRA), also known as Proposition 24, which will appear on the November 2020 California general election ballot. Prop 24 does not sufficiently strengthen Californians' privacy and may, in fact, set a new lower and thus more dangerous standard for privacy protection in the U.S., according to its [analyses](#).

"We need strong and bold privacy legislation, not weaker standards and tinkering at the margins," declared CDD Policy Director Katharina Kopp. "Prop 24 fails to significantly limit data uses that undermine our privacy, increase corporate manipulation and exploitation, and exacerbate racial and economic inequality. This initiative allows the much more powerful companies to set unfair terms by default. It also condones pay-for-privacy schemes, where corporations would be allowed to charge a premium (or eliminate a discount) in exchange for privacy. These schemes tend to hurt the already disadvantaged the most," she explained.

CDD intends to work with allies from the consumer and privacy communities to inform voters about Prop 24 and how best to protect their privacy.

The Center for Digital Democracy is a leading nonprofit organization focused on empowering and protecting the rights of the public in the digital era.