















CIVIL JUSTICE

ASSOCIATION OF CALIFORNIA







Title Association















PARKS ASSOCIA

THE BROADBAND ASSOCIATION















































































association of claims professionals













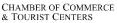






















URGENT ACTION NEEDED: EXTEND CPRA EXEMPTIONS

Urgent action is necessary to make a modest, two-year extension of the January 1, 2023, sunset dates that apply to business-to-business and employee information under the California Privacy Rights Act (CPRA).

- Employees were never intended to be covered by the CCPA or CPRA: The policy rationale for those sunset dates was to allow time for the business community and labor organizations to negotiate a compromise on comprehensive legislation to further protect employee privacy.
- Business-to-business relationships and transactions were never intended and don't make sense to be covered by CCPA or CPRA:
 Data necessary in business-to-business context should not fall under a consumer privacy law this data is exclusively for the purposes of executing and maintaining business-to-business operations. Forcing the law into these business relationships and these business transactions will further stress businesses' already overextended resources and lead to excessive costs while producing no benefit to consumers.
- A two-year sunset extension is necessary to prevent significant and irreversible harm to California businesses: Companies are expending tremendous resources and finances in anticipation that employees may be covered by CPRA if the sunset is not extended. Such losses are being incurred to implement a law that was never intended to apply to employees. Providing a full legislative session to reach a deal on employee

privacy ensures that meaningful discussions can take place and that companies do not have to repeatedly stop and start compliance efforts.

- Impact on small businesses will be devastating: Allowing the sunsets to lapse will hit small businesses across this state with staggering compliance burdens when many are still digesting Covid financial losses. These are needless costs that can be avoided with more time. Even the state agency has been unable to issue rules on time on existing CPRA provisions. Challenges of remote work and complexity of this issue area only compound impacts on businesses.
- Once the sunsets are allowed to lapse, there is no going back:
 Businesses cannot afford the additional uncertainty that will invariably result if these sunsets lapse, particularly at a time when they already are struggling with (1) the impact of delayed regulations from the Privacy Agency and (2) continued uncertainty arising from Covid 19 and its financial impact.

AdvaMed

Agricultural Council of California

Alliance for Automotive Innovation

American Association of Advertising Agencies (4A's)

American Financial Services Association (AFSA)

American Property Casualty Insurance Association

American Staffing Association

Anaheim Chamber of Commerce

Association of California Life and Health Insurance Companies

Association of Claims Professionals

Association of National Advertisers

Bay Area Council

Biocom California

Brea Chamber of Commerce

BSA | The Software Alliance

CA Beer and Beverage Distributors

CalAsian Chamber of Commerce

CalForests

California Assisted Living Association

California Attractions and Parks Association

California Business and Industrial Alliance

California Cable & Telecommunications Association (CCTA)

California Chamber of Commerce

California Community Banking Network

California Credit Union League

California Farm Bureau

California Hispanic Chambers of Commerce

California Hmong Chamber of Commerce

California Hospital Association

California Hotel and Lodging Association

California Land Title Association

California League of Food Producers

California Life Sciences

California Manufacturers & Technology Association

California Restaurant Association

California Retailers Association

California Staffing Professionals

California State Council of the Society for Human Resource Management (CalSHRM)

California Travel Association (CalTravel)

California Trucking Association

Card Coalition

Carlsbad Chamber of Commerce

Chino Valley Chamber of Commerce

Citrus Heights Chamber of Commerce

Civil Justice Association of California (CJAC)

Consumer Data Industry Association

CTIA - The Wireless Association

Electronic Transactions Association (ETA)

Fidelity Investments

Golden Arch Enterprises Inc.

Greater Riverside Chambers of Commerce

Hollywood Chamber of Commerce

Honda North America

Housing Contractors of California

Insights Association

Interactive Advertising Bureau (IAB)

Internet Coalition

Lake Elsinore Valley Chamber of Commerce

Liberty Mutual Insurance Group

Lodi Chamber of Commerce

Los Angeles Area Chamber of Commerce

National Business Coalition on E-Commerce and Privacy

National Federation of Independent Business

National Payroll Reporting Consortium

Oceanside Chamber of Commerce

Official Police Garages of Los Angeles

Pacific Grove Chamber of Commerce

Palos Verdes Peninsula Chamber of Commerce

Personal Care Products Council

Personal Insurance Federation of California

Sacramento Metro Chamber of Commerce

San Gabriel Valley Economic Partnership

San Marcos Chamber of Commerce

Santa Maria Valley Chamber of Commerce

Santa Barbara South Coast Chamber of Commerce

Santa Clarita Valley Chamber of Commerce

Securities Industry and Financial Markets Association

Security Industry Association (SIA)

Silicon Valley Leadership Group

TechNet

Torrance Area Chamber of Commerce
Toy Association
Tulare Chamber of Commerce
USTelecom
Waste Management
Western Electrical Contractors Association (WECA)
Yin McDonald's