



California Privacy Legislation: A Timeline of Key Events

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- **April 14, 2016** - After four years of drafting and negotiations, the General Data Protection Regulation (GDPR) is [adopted](#) by the European Union.
- **October 12, 2017** - Alastair Mactaggart, Rick Arney, and Mary Stone Ross file a ballot initiative containing the [preliminary language](#) of the California Consumer Privacy Act (CCPA). Reportedly, Mactaggart's interest in privacy was inspired by a conversation with an ex-Google engineer at [a cocktail party](#). In California, once the requisite number of signatures are qualified by the Secretary of State, the initiative is approved to appear on an upcoming ballot, where pursuant to a majority vote, the initiative will become state law.
- **December 18, 2017** - California Secretary of State Alex Padilla announces that the ballot initiative proponents, now called Californians for Consumer Privacy, are cleared to begin [collecting petition signatures](#)—the group has 180 days to collect the signatures of 365,880 registered California voters.
- **January 3, 2018** - The 2018 California Legislative Session begins.
- **February 13, 2018** - Assemblymember Ed Chau introduces [S.B. 1121](#) to the California Senate Committee on Rules, a bill containing [much of the same language](#) as the ballot initiative.

- **May 25, 2018** - The GDPR goes into effect. On the same day, the California Senate Committee on Appropriations passes [S.B. 1121](#), as amended, with a vote of 5-2.
- **May 30, 2018** - The California Senate approves [S.B. 1121](#) with a floor vote of 22-13, and the bill is referred to the California Assembly.
- **June 21, 2018** - Californians for Consumer Privacy reportedly [reach a deal](#) to withdraw the proposed ballot initiative if [S.B. 1121](#) is passed and signed by the Governor. If the ballot initiative is not withdrawn by June 28, 2018, it will be placed on the 2018 ballot. If voted into law directly by voters through a ballot initiative, the law will be much harder to amend than if those same provisions are passed by the California Legislature.
- **June 25, 2018** - Secretary of State Alex Padilla confirms that his office [received more than the required signatures](#), and will certify the initiative as qualified for the November 6, 2018 General Election ballot, unless the proponents withdraw the initiative prior to that date.
- **June 28, 2018** - Californians for Consumer Privacy [withdraw the ballot initiative](#). Governor Jerry Brown signs the CCPA into law, and Assemblymember Ed Chau, who leads the California Assembly's Privacy and Consumer Protection Committee, calls the event a "historic step" for California consumers.
- **August 24, 2018** - On the last day to amend legislation on the floor, amendments to [S.B. 1121](#) are proposed. These amendments revise drafting errors, clarify the definition of personal information, and modify certain exemptions.
- **August 31, 2018** - On the last day for each house to pass bills, amendments to the CCPA pass the Senate floor. An urgency clause is adopted to bring the amendments to the Governor's attention, and the legislature's [final recess](#) begins.
- **September 23, 2018** - Governor Jerry Brown approves the first round of CCPA amendments.
- **January 7, 2019** - Governor Jerry Brown leaves office, and Governor Gavin Newsom is [sworn in](#).
- **September 13, 2019** - The California legislature [approves five bills](#) during the second round of CCPA amendments, including: AB 25, AB 874, AB 1146, AB 1355, and AB

1564—codifying exemptions for employee data, data broker registration requirements, and further clarifying the definition of personal information. Other amendments fail, including: AB 846, AB 1416, and AB 873—which would have provided anti-discrimination exemptions, exempted sharing personal information with government agencies, and amend the definition of deidentified data.

- **September 25, 2019** - On the [keynote stage](#) of International Association of Privacy Professionals' Privacy. Security. Risk. conference, Alastair Mactaggart announces a forthcoming ballot initiative, the California Privacy Rights and Enforcement Act of 2020 (CPREA). An [annotated version](#) of the CPREA is released for public comment, and the initiative would create a sensitive data classification, add obligations on processors, and require the establishment of a California Privacy Protection Agency.
- **October 2, 2019** - Mactaggart submits the [second draft](#) of the CPREA ballot initiative, which contains few substantive changes from the first draft.
- **October 10, 2019** - The California Attorney General's Office releases the first draft of a set of proposed [regulations](#), as required by the CCPA, which will operationalize and provide additional guidance for complying with the CCPA—triggering a 45-day public comment period.
- **October 11, 2019** - Governor Newsom signs the [second round](#) of CCPA amendments—including AB 25, AB 874, AB 1146, AB 1355, and AB 1564—into law.
- **October 16, 2019** - Californians for Consumer Privacy [release findings](#) from a poll of 777 registered California voters, finding that nearly nine out of ten voters would support a ballot measure expanding privacy protections for consumers' personal information. 88% of all respondents said they would vote in favor of the initiative if an election were held immediately, and 4% would vote no, opposing the measure.
- **November 13, 2019** - Californians for Consumer Privacy submit the [final draft](#) of the new ballot initiative, now called California Privacy Rights Act (CPRA), which includes substantive changes to previous drafts. If enough signatures are collected to place it on the ballot, the CPRA will be voted on in the 2020 election.
- **December 6, 2019** - The California Attorney General's Office releases the 250 pages of [public comments](#) from industry groups and civil society that it received regarding the CCPA and the Office's proposed regulations.

- **January 1, 2020** - CCPA goes into effect. Covered entities have six months before enforcement begins, although actions taken (or not taken) after this date could be subject to enforcement after July 1, 2020.
- **February 3, 2020** - The [first legal complaint](#) citing the CCPA, *Barnes v. Hannah Andersson*, is filed in the Northern District of California. Plaintiffs sue retailer Hanna Andersson and Salesforce.com over a data breach suffered by Hanna Andersson, citing the CCPA.
- **February 10, 2020** - The California Attorney General's Office issues its [first set of modifications](#) to the proposed enforcement regulations.
- **March 11, 2020** - The California Attorney General issues its [second set of proposed modifications](#)—modifying various definitions and removing previous requirements like the [controversial opt-out icon](#).
- **March 17, 2020** - A coalition of advertising companies sends the Attorney General a [letter](#) calling for a delay in enforcement, citing concerns related to the ongoing COVID-19 global pandemic.
- **March 24, 2020** - In response to requests for delays, an advisor to Attorney General Becerra is [quoted saying](#): “We're committed to enforcing the law starting July 1. We encourage businesses to be particularly mindful of data security in this time of emergency.”
- **May 4, 2020** - Californians for Consumer Privacy announce that despite the effects of the COVID-19 pandemic, they are able to submit over [900,000 signatures](#) to qualify the California Privacy Rights Act (CPRA) for the November 2020 ballot.
- **June 8, 2020** - Alastair Mactaggart and other members of Californians for Consumer Privacy [file a petition](#) in state court alleging that the California Secretary of State failed to verify the signatures necessary to place the CPRA on the November 2020 ballot in a timely manner. That petition claims the “one-day delay . . . may prove fatal to the people's right to vote on this initiative,” and requests that the court order the Secretary of State to direct local election officials to report the results of signature sampling, so that the ballot initiative may be certified in time.

- **June 11, 2020** - California Assemblymember Kevin Mullin proposes an amendment to the CCPA, [AB 713](#), which would institute new contractual obligations for de-identified data and modify the research or public health exemptions.
- **June 19, 2020** - A California Judge [grants](#) Californians for Consumer Privacy's petition, ordering counties to quickly finish verifying signatures to qualify the CPRA for the general ballot by June 25.
- **June 24, 2020** - The Elections Division of the office of the California Secretary of State [reports](#) that it received 623,212 signatures for certification of the CPRA ballot initiative, and that the Secretary of State will certify the initiative.
- **June 25, 2020** - The CPRA [ballot initiative](#) is officially certified to appear on the November 2020 general ballot, exactly two years after the CCPA ballot initiative was certified to appear on the November 2018 ballot. If CPRA is passed, its prospective effective date will be January 1, 2023.
- **June 30, 2020** - The Attorney General issues [a reminder](#) to California consumers regarding their rights under the CCPA, after [tweeting](#) that he will begin enforcement of the CCPA on July 1, 2020.
- **July 1, 2020** - Enforcement of the CCPA begins. Although "mindful of the challenges imposed by COVID-19," the Attorney General remains [dedicated to this enforcement date](#), and requests expedited review of the final proposed regulations, requesting that the Office of Administrative Law complete its review within 30 business days.