



About the California Privacy Protection Agency

The California Privacy Protection Agency was established by voters in 2020 to protect Californians' privacy, ensure that consumers are aware of their rights, inform businesses of their obligations, and vigorously enforce the law against businesses that violate consumers' privacy rights.

 coppa.ca.gov

 [@CalPrivacy](https://twitter.com/CalPrivacy)

**Californians
have the
strongest
privacy
rights in the
nation.**



 **CALIFORNIA PRIVACY
PROTECTION AGENCY**

**PROTECT
YOUR
PRIVACY.**



**WE'LL GIVE
YOU A HAND.**

privacy.ca.gov

Your Privacy Rights



Californians' privacy rights were established in 2018 with the passage of the California Consumer Privacy Act. This landmark legislation was the first comprehensive consumer privacy law passed in the United States. In 2020, California voters approved Proposition 24, the California Privacy Rights Act, and added additional consumer privacy rights and obligations for businesses. So, what are your rights? You can remember them with the acronym, LOCKED.

LEARN MORE AT
[PRIVACY.CA.GOV](https://www.privacy.ca.gov)

L

Right to **LIMIT** the use and disclosure of sensitive personal information collected about you.

O

Right to **OPT-OUT** of the sale of your personal information and the sharing of your personal information for cross-context behavioral advertising (e.g., targeted advertising).

C

Right to **CORRECT** inaccurate personal information that businesses have about you.

K

Right to **KNOW** what personal information businesses have collected about you and how they use and share it.

E

Right to **EQUAL** treatment. Businesses cannot discriminate against you for exercising your CCPA rights.

D

Right to **DELETE** personal information businesses have collected from you (subject to some exceptions).

Exercising your rights shouldn't be an uphill battle. If you believe your privacy rights are being violated, **submit a complaint to the Agency.**

[PRIVACY.CA.GOV/](https://www.privacy.ca.gov/complaints)
COMPLAINTS

