

BEFORE THE CALIFORNIA PRIVACY PROTECTION AGENCY

In the Matter of:

CYBBA, INC.

Respondent.

Case No. ENF25-228-D-CY

ORDER OF DECISION

The Board of the California Privacy Protection Agency hereby adopts the Stipulated Final Order, attached hereto, as its decision in the above-entitled matter.

This Decision shall become effective immediately.

IT IS SO ORDERED this 10th day of August, 2026.

BY THE BOARD:



JENNIFER M. URBAN

Chair

California Privacy Protection Agency

MICHAEL S. MACKO (SBN 335866)
Deputy Director of Enforcement
California Privacy Protection Agency
LARA KEHOE HOFFMAN (SBN 180466)
Assistant Chief Counsel
GARY LEE (SBN 353015)
NEELOFER SHAIKH (SBN 324439)
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BEFORE THE CALIFORNIA PRIVACY PROTECTION AGENCY

In the Matter of:

CYBBA, INC.

Respondent.

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STIPULATED FINAL ORDER

IT IS HEREBY STIPULATED AND AGREED by and between the parties to the above-entitled matter:

I. PARTIES

1. Complainant is the Enforcement Division of the California Privacy Protection Agency (“Agency”), which enforces the California Consumer Privacy Act of 2018 (“CCPA”), Civ. Code §§ 1798.100 – 1798.199.100, as amended, and the data broker registration obligations contained in the Delete Act, Civ. Code § 1798.99.82(c).

STIPULATED FINAL ORDER

2. Respondent Cybba, Inc. (“Cybba”) is a Delaware corporation with its principal place of business in Boston, Massachusetts. Cybba has conducted and continues to conduct business within the State of California.

II. JURISDICTION

3. Pursuant to Civil Code § 1798.99.82(c), the Agency may bring an administrative action against a data broker that fails to register with the Agency as required by law.

4. Pursuant to Government Code § 11415.60(a), the Agency may formulate and issue a decision by settlement, pursuant to an agreement of the parties, without conducting an adjudicative proceeding.

III. FACTUAL FINDINGS

A. Cybba Sold Personal Information for Digital Marketing and Targeted Advertising

5. Cybba sells personal information through products and services designed for integrated digital marketing of custom audiences. The personal information sold includes geolocation data, internet activity data, inferences, identifiers, and commercial data.

6. Clients have described Cybba as helping “unlock Facebook advertising,” offering “retargeting campaigns,” helping “interpret our data,” and taking a “personalized approach to build and segment our LinkedIn campaign.”

7. Cybba provides clients with services to reach behavioral audiences “designed to reflect [a client’s] customer’s interests,” B2B audiences that “pinpoint professionals,” event audiences targeted toward “theater enthusiasts and ticket purchasers,” purchase audiences for “engaging users with a history of buying within [a client’s] product category,” and custom audiences “tailored to [a client’s] specific needs.”

8. Cybba’s purchase audience category provides clients with inferences on potential customers through a service described as “Action-based Segmentation.” This service organizes potential customers using “deterministic signals derived from their purchasing behaviors.” Cybba states this category is “[i]deal for reconnecting with repeat customers or those with a high intent to purchase.”

9. Cybba markets services that provide clients with social media advertising. Cybba advertises that it can provide targeted outreach for potential customers on “Facebook, Instagram, LinkedIn, and YouTube,” and uses email lists and home addresses to “build look-a-like and retargeting audiences,” as shown below:

What Social Media Advertising Can Do For You

Social media advertising is one of the most powerful ways to reach potential customers. Let Cybba lower your cost per acquisition across the most popular social media platforms including Facebook, Instagram, LinkedIn, and YouTube.



Extend Your Reach with Hypertargeting

Access extensive user data to reach customers based on demographics, interests and location



Capture Highly Engaged Users

Engage social media users who actively interact with the content they see.



Engage Customers Across Multiple Devices

Generate more traffic with mobile advertising and cross-device targeting

Key Features

Granular Targeting

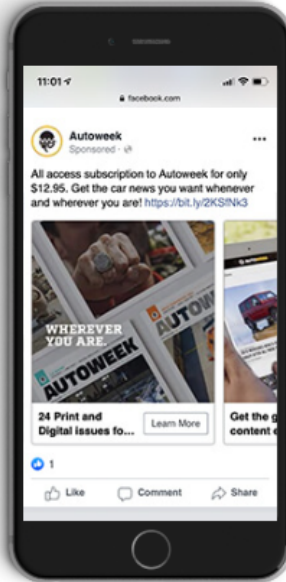


Define targeting utilizing demographics, keywords, location, behavior, and custom audiences to achieve campaign goals

Look-a-Like Modeling



Create look-a-like audiences based on users that have converted on your site



Custom CRM Targeting



Use email lists and home addresses to build look-a-like and retargeting audiences

Detailed Performance Reporting



Complete campaign metrics including social engagements, demographics, and performance KPIs

10. Cybba promotes products allowing its clients to “[s]ee how measurement works across the full path to purchase,” capturing “[e]very stage of the consumer journey, from first impression to verified transaction, measured, matched, and attributed,” as shown below:

See how measurement works across the full path to purchase

Every stage of the consumer journey, from first impression to verified transaction, measured, matched, and attributed.

EXPLORE EACH STAGE OF THE MEASUREMENT PROCESS

Ad Exposure

Identity Resolution

Site Engagement

Store Visit

Transaction

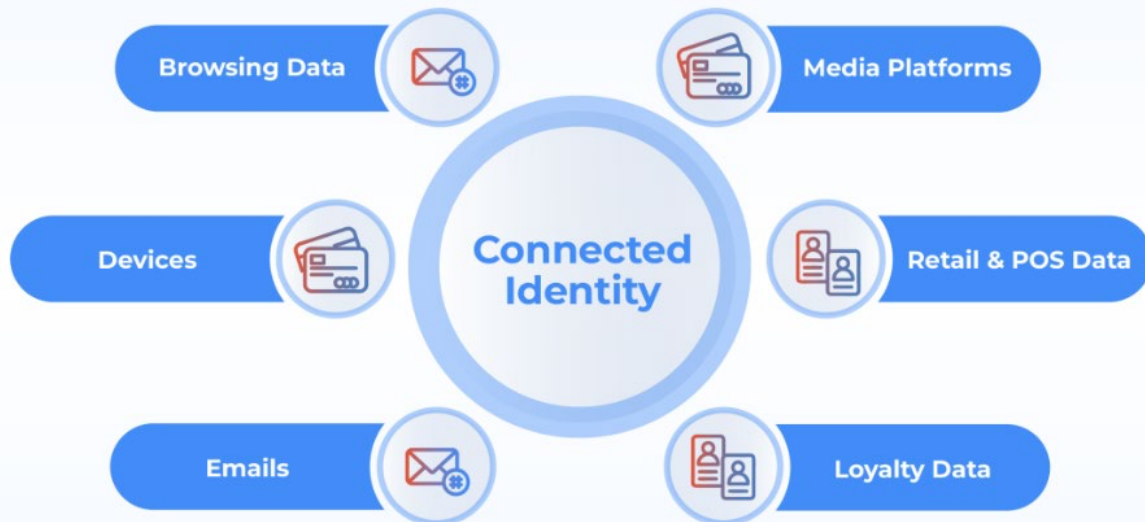
Attribution & Insights

Geo-location verified store visits attributed to specific campaigns, channels, audiences, and creatives. Statistical controls isolate incremental lift over organic visitation. Available at campaign, ad group, audience, and creative level.



Powered by Cybba's identity framework

A unified identity layer connects data across devices, channels, and transactions to power attribution, audiences, and measurement.



Cross-device stitching

Connect multiple IDs per household into a unified identity for path-to-conversion analysis

Secure data onboarding

Ingest CRM, POS, and retailer data via LiveRamp and clean room environments — compliant and deterministic

1P audience segmentation

Build first-party segments from campaign, behavioral, and transaction data for activation and insights

11. Cybba has sold Californians' personal information through these products and services.

B. Cybba Failed to Register Timely as a Data Broker with the Agency

12. Cybba is a for-profit legal entity that collects consumers' personal information and determines the purposes and means of the processing of consumers' personal information. Cybba annually buys, sells, or shares the personal information of 100,000 or more consumers or households.

13. Cybba conducted business as a data broker during the 2024 calendar year by knowingly collecting and selling to third parties the personal information of consumers with whom the business does not have a direct relationship.

14. On or before January 31 following each year in which a business meets the definition of a data broker, the business shall register with the Agency pursuant to the requirements in in Civil Code § 1798.99.82(a).

15. Cybba failed to register as a data broker with the Agency by the January 31, 2025 deadline for its data broker activity in year 2024.

16. Consequently, the Agency's Enforcement Division opened an investigation and contacted Cybba about its failure to register.

17. After the Enforcement Division contacted Cybba, the company registered late as a data broker.

18. Cybba thereafter engaged with the Enforcement Division to resolve this matter. Cybba also timely registered with the Agency in 2026 for its data broker activities in 2025. Thus, this case concerns only the company's conduct in 2024 and its corresponding failure to register in 2025.

IV. CONTINGENCY

19. This Stipulated Final Order shall be contingent upon approval by the Board of the California Privacy Protection Agency ("Board"). Cybba understands and agrees that counsel for Complainant and the staff of the Agency may communicate directly with the Board and the staff of the Agency regarding this Stipulated Final Order, without notice to or participation by Respondent or its counsel. By signing the Stipulated Final Order, Cybba understands and agrees that it may not withdraw its agreement or seek to rescind the Stipulated Final Order before the time the Board considers and acts upon it. If the Board fails to adopt this stipulation as its Order of Decision, the Stipulated Final Order shall be of no force or effect except for this paragraph, it

shall be inadmissible in any legal action between the parties, and the Agency shall not be disqualified from further action by having considered this matter.

V. OTHER MATTERS

20. The parties understand and agree that Portable Document Format (PDF) and facsimile copies of this Stipulated Final Order, including PDF and facsimile signatures thereto, shall have the same force and effect as the originals. The parties may execute this Stipulated Final Order in counterparts.

21. This Stipulated Final Order is intended by the parties to be an integrated writing representing the complete, final, and exclusive embodiment of their agreement. It supersedes any and all prior or contemporaneous agreements, understandings, discussions, negotiations, and commitments (written or oral). This Stipulated Final Order may not be altered, amended, modified, supplemented, or otherwise changed except by a writing executed by an authorized representative of each of the parties.

22. In consideration of the foregoing stipulations, the parties agree that the Board may, without further notice or formal proceeding, issue and enter the following Order of Decision:

VI. ORDER

IT IS HEREBY ORDERED that:

23. Cybba shall pay an administrative fine in the amount of fifty-two thousand, four hundred dollars (\$52,400.00) in accordance with section 1798.99.82(c) of the Civil Code, having previously paid the 2025 annual registration fee. Cybba shall remit payment in full within thirty (30) days of the Board's Order of Decision approving the Stipulated Final Order pursuant to written instructions to be provided by the Enforcement Division.

24. Cybba shall comply with Civil Code § 1798.99.82 and timely register as a data broker for any future years in which Cybba operates as a data broker. If Cybba ceases operating as a data broker, Cybba shall inform the Agency in writing before the deadline to register.

25. Cybba shall comply with Civil Code § 1798.99.85 and § 1798.130, and shall disclose in its privacy policy the required metrics regarding the number of California Consumer Privacy Act requests received, complied with, and denied during the previous calendar year, as well as the time within which Cybba substantively responded to the requests.

26. Cybba shall access the Agency's Delete Request and Opt-out Platform ("DROP") and process consumer deletion requests in accordance with Civil Code § 1798.99.86 for any years in which Cybba operates as a data broker.

27. Each party shall bear its own attorneys' fees and costs.

VII. ADDITIONAL GENERAL PROVISIONS

28. Nothing in this Stipulated Final Order shall be construed as relieving Cybba of its obligations to comply with all state and federal laws, regulations, or rules, or as granting permission to engage in any acts or practices prohibited by such law, regulation, or rule.

29. Cybba shall use reasonable efforts to notify its officers, directors, employees, agents, and contractors responsible for carrying out and effecting the terms of this Stipulated Final Order and the requirements therein.

30. Cybba agrees that the terms of this Stipulated Final Order are in the public interest and fair, adequate, and reasonable under all the circumstances.

31. Cybba admits the truth of the factual findings in this Stipulated Final Order and agrees to be bound by its terms.

32. Cybba hereby waives the right to any hearings, and to any reconsideration, appeal, or other right to review which may be afforded pursuant to the California Administrative Procedure Act, the California Code of Civil Procedure, or any other provision of law. By waiving such rights, Cybba effectively consents to this Stipulated Final Order becoming final.

33. Nothing in this Stipulated Final Order shall constitute or be construed as a release from liability for any violation of law other than Cybba's violation of the Delete Act, Civil Code § 1798.99.82(c), arising from the company's failure to register as a data broker with the Agency between February 1, 2025 and October 20, 2025.

34. This Stipulated Final Order shall bind Cybba's heirs, administrators, executors, successors, and transferees.

35. Notwithstanding paragraph 27, in the event the Agency prevails in seeking to enforce any term of this Stipulated Final Order, the Agency shall be entitled to an award of attorney fees and costs in its favor and against Cybba for the time spent and costs incurred in prosecuting such action.

36. Failure to complete the payment or comply with any terms of this Stipulated Final Order shall result in enforcement of the Order in the Superior Court.

37. Any notices and reports under this Stipulated Final Order shall be served by email as follows:

To the Complainant:

Deputy Director, Enforcement Division
California Privacy Protection Agency
400 R Street, Suite 350
Sacramento, CA 95811
ENF-processing@coppa.ca.gov

To the Respondent:

Jeff Ellis
Treasurer
Cybba, Inc.
374 Congress Street
Boston, MA 02210
jeff.ellis@cybba.com

With a copy (which shall not constitute notice) to:
Scot Ganow, Esq.
Taft Stettinius & Hollister LLP
sganow@taftlaw.com

[illegible]

VIII. ACCEPTANCE

I have carefully read the above Stipulated Final Order and have had the opportunity to seek and consult with an attorney. I understand the stipulation and the effect it will have on Cybba. I enter into this Stipulated Final Order voluntarily, knowingly, and intelligently, and agree to be bound by the Order of Decision by the Board of the California Privacy Protection Agency.

Dated: July 23, 2026



Jeff Ellis
Treasurer
Cybba, Inc.
Respondent

AS TO FORM AND CONTENT:

Dated: July 23, 2026



Scot Ganow
Taft Stettinius & Hollister LLP
115 Madison Street, Suite 700
Dayton, OH 45402
Attorney for Respondent

IX. ENDORSEMENT

The foregoing Stipulated Final Order is hereby respectfully submitted for consideration
by the Board of the California Privacy Protection Agency.

DATED: July 23, 2026

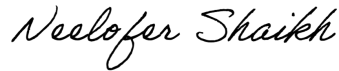
BY:



MICHAEL S. MACKO
Deputy Director of Enforcement



LARA KEHOE HOFFMAN
Assistant Chief Counsel



NEELOFER SHAIKH
Attorney, Enforcement Division



GARY LEE
Attorney, Enforcement Division
Attorneys for Complainant