

BEFORE THE CALIFORNIA PRIVACY PROTECTION AGENCY

In the Matter of:

WINR DATA PTY LTD,

Respondents.

Case No. ENF26-04-D-WI

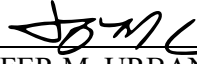
ORDER OF DECISION

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 24th day of June, 2026.

BY THE BOARD:



JENNIFER M. URBAN
Chair
California Privacy Protection Agency

MICHAEL S. MACKO (SBN 335866)
Deputy Director of Enforcement
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:

WINR DATA PTY LTD

Respondent.

Case No. ENF26-04-D-WI

STIPULATED FINAL ORDER

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

I. INTRODUCTION

1. California's data broker registry—operated by the California Privacy Protection Agency—brings transparency to the industry and gives Californians an easy way to exercise their privacy rights, such as by telling data brokers to delete their personal information.

Californians can do so by submitting their request in the Delete Request and Opt-out Platform ("DROP"). Data brokers, in turn, must process these deletion requests.

2. The registry gives Californians visibility into the data collection practices of each data broker. For example, to register, the law requires data brokers to provide information about

the data they collected, including whether it encompassed things like immigration status, union membership, sexual orientation, gender identity, biometric data, and reproductive health data, among others. *See* Civ. Code § 1798.99.82(b)(2).

3. To complete this picture, the registry gives Californians certain information about where their data has gone. Data brokers must provide information in their registration about whether they shared or sold Californians' data to the federal government, a state government, law enforcement, a foreign actor, or developers of GenAI systems. *See id.*

4. The registry, and the transparency it provides to the public, depend on data brokers providing accurate information. Data brokers must provide “only true and correct responses when submitting the registry information.” Cal. Code Regs., tit. 11, § 7603(a).

5. Data brokers who fail to provide the required information in their registration violate the law: data brokers are liable for an administrative fine of \$200 “for each day the data broker fails to register *as required by this section*.” Civ. Code § 1798.99.82(c) (emphasis added).

II. PARTIES

6. 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).

7. Respondent WINR Data Pty Ltd (“WINR Data”) is an Australian proprietary limited company with its principal place of business in Sydney, Australia. WINR Data describes itself as a provider of identity resolution and identity verification that offers analytics, modeling, linkage, know your customer, data verification, and other data services. WINR Data has conducted and continues to conduct business within the State of California.

III. JURISDICTION

8. 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.

9. 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.

IV. FACTUAL FINDINGS

10. WINR Data is a for-profit legal entity that provides identity resolution, verification, and other data solutions. Those solutions include California consumers' personal information, for which WINR Data determines the purposes and means of the processing, qualifying the entity as a data broker.

11. WINR Data conducts business as a data broker by knowingly collecting and selling to third parties the personal information of consumers with whom it does not have a direct relationship.

12. WINR Data conducted business as a data broker during the 2025 calendar year.

13. 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 section 1798.99.82 of the Civil Code. *See* Civ. Code § 1798.99.82.

14. Data brokers must provide “only true and correct responses when submitting the registration information required by Civil Code section 1798.99.82 and this Chapter.” Cal. Code Regs., tit. 11, § 7603(a).

15. On January 15, 2026, WINR Data submitted a registration form to the Agency for its 2025 activities.

16. When responding to the registration questions, WINR Data answered “yes” to the following question: *Did the data broker share or sell consumers’ data to a foreign actor in the past year?*

17. A “foreign actor” means either of the following:

- (i) The government of a foreign adversary country.
- (ii) A partnership, association, corporation, organization, or other combination of persons organized under the laws of or having its principal place of business in a foreign adversary country.

Civ. Code § 1798.99.82(f)(1).

18. A “foreign adversary country,” in turn, means a “‘covered nation’ as defined in Section 4872 of title 10 of the United States Code.” Civ. Code § 1798.99.82(f)(1)(B). Thus, a covered nation refers to “the Democratic People’s Republic of North Korea, the People’s Republic of China, the Russian Federation, and the Islamic Republic of Iran.” 10 U.S.C. § 4872(f)(2).

19. Consequently, the 2026 registry shows the following for WINR Data:

DATA SOLD / SHARED TO

Foreign Actor

20. On April 2, 2026, WINR Data contacted the Agency to notify it that WINR Data did not sell or share information with foreign actors and should have answered the question “no” rather than “yes.”

21. WINR Data explained that this mistake occurred because it answered the question “based on a misunderstanding of the legal definition of ‘foreign actor’ under applicable U.S. law.”

22. Compounding the mistake, the business registered solely under its trade name, “WINR Data,” without identifying its business name. This distinction was meaningful because a parent company in Australia, respondent WINR Data Pty Ltd, met the definition of a “data broker,” while its subsidiary in the Netherlands with a similar name, WINR Data B.V., did not.

23. WINR Data’s registration incorrectly listed the subsidiary’s address in the Netherlands rather than the parent’s address in Australia, creating confusion about which entity engaged in data broker activity.

24. A business, “regardless of its status as a parent company or subsidiary of another business, which independently meets the definition of ‘data broker’... must register during the registration period through the Agency’s website and create a DROP account in accordance with section 7610.” Cal. Code Regs., tit. 11, § 7602(a).

25. In addition, when registering as a data broker, a business must provide both the “data broker’s business name and, if applicable, trade name(s) (i.e., “DBA”).” Cal. Code Regs., tit. 11, § 7610(a)(2).

26. Although WINR Data attempted to complete the registration requirements in accordance with Civil Code § 1798.99.82 within the time period prescribed, by failing to provide true and correct information as part of the registration process, WINR Data did not satisfy the registration requirements set forth by Civil Code § 1798.99.82.

27. Fines under the Delete Act are fixed at \$200 per day for failing to register “as required by this section.” Civ. Code § 1798.99.82(c). Fines serve the remedial purpose of

offsetting the harm that comes from data brokers who fail to register in accordance with the law's requirements. *See id.* § 1798.99.81(a)-(c); *id.* § 1798.99.82(e).

28. Data brokers must take seriously the requirements to provide correct information.

29. The integrity of the registry depends upon data brokers complying with the law's requirements. Data brokers must provide "only true and correct information" as a cornerstone of the registry. Cal. Code Regs., tit. 11, § 7603(a).

30. When data brokers disclose the types of personal information they collected as required by section 1798.99.82 of the Civil Code, Californians should be able to rely on those disclosures. Californians likewise should be able to rely upon data brokers' disclosures about whether they sold or shared this data with federal and state governments, as well as with foreign actors such as China, Iran, North Korea, and Russia.

31. The 2026 registration period closed on January 31, 2026. After the registration period has closed, data brokers may only update (through their DROP account) certain information in the registry: the name, email, or phone number of the point of contact; their public-facing contact information; and/or their public-facing website address(es). *See* Cal. Code Regs., tit. 11, § 7604(b)(1)-(3).

32. Data brokers cannot otherwise change information in their registration, consistent with the requirement that data brokers provide true and correct information in the first place.

33. Although WINR Data submitted its registration form and paid the annual fee before the January 31 deadline, we must give meaning to the words "register *as required by this section*," because "significance should be given to every word, phrase, sentence and part of an act in pursuance of the legislative purpose." *Woosley v. State of Cal.*, 3 Cal. 4th 758, 775-76

(1992) (citing *Moyers v. Workmen's Comp. Appeals Bd.*, 10 Cal. 3d 222, 230 (1973)). A

“construction making some words surplusage is to be avoided.” *Id.*

34. To give meaning to the words “as required by this section,” data brokers are liable for the \$200 per day fine when they do not disclose their data sharing practices over the past year, such as whether they shared or sold Californians’ personal information to foreign actors, because it is one of the registration requirements in section 1798.99.82.

35. Any other interpretation would lead to an absurd conclusion that data brokers properly register even when they provide false or incorrect information. We must avoid interpretations that “would lead to absurd consequences.” *Smith v. Superior Court*, 39 Cal. 4th 77, 83 (2006).

36. WINR Data agrees to the terms below to prevent a similar scenario from happening in the future, remedy the past harm, and ensure accurate registration.

V. CONTINGENCY

37. This Stipulated Final Order shall be contingent upon approval by the Board of the California Privacy Protection Agency (“Board”). WINR Data 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, WINR Data 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.

VI. OTHER MATTERS

38. 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.

39. 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.

40. 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:

VII. ORDER

IT IS HEREBY ORDERED that:

41. WINR Data shall pay an administrative fine in the amount of twelve thousand, two hundred dollars (\$12,200.00) in accordance with section 1798.99.82(c) of the Civil Code. WINR Data 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.

42. WINR Data’s request to change its 2026 registration to reflect that it did not share or sell personal information with a foreign actor is hereby construed as a written request for

removal from the registry based on erroneous registration pursuant to title 11, section 7604(a) of the California Code of Regulations, and as a corresponding request to re-register *nunc pro tunc* as of the date of WINR Data's original registration—with all information unchanged except its response to whether it shared or sold information with a foreign actor and its business name. So construed, the request is granted. The Agency shall process WINR Data's 2026 registration to reflect that WINR Data did not share or sell information to a foreign actor, and shall change the business name from WINR Data to WINR Data Pty Ltd, d/b/a WINR Data, with an address of 56 Berry Street, North Sydney, NSW 2060, Australia. The remaining information shall remain unchanged. The Agency shall credit WINR Data's previous payment of the 2026 annual fee.

43. WINR Data shall comply with section 1798.99.82 of the Civil Code, timely register as a data broker, and provide only true and correct responses regarding its operations for any future years in which WINR Data operates as a data broker.

44. WINR Data shall comply with title 11, sections 7610(2)(a) of the California Code of Regulations, by providing its business name and any applicable trade names for any future years in which WINR Data operates as a data broker.

45. Within ninety (90) days of the Board's Order of Decision approving the Stipulated Final Order, and to the extent it has not already done so, WINR Data shall (i) adopt policies and procedures to ensure timely registration as a data broker in compliance with the Delete Act; and (ii) review the requirements and definitions of the Delete Act to ensure that WINR Data provides only true and correct information with its annual registration.

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

VIII. ADDITIONAL GENERAL PROVISIONS

47. Nothing in this Stipulated Final Order shall be construed as relieving WINR Data 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.

48. WINR Data 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.

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

50. WINR Data admits the truth of the factual findings of this Stipulated Final Order, and agrees to be bound by its terms. In addition, WINR Data admits that a data broker who fails to provide true and correct registration information violates section 1798.99.82(b)(2)(O) of the Civil Code and title 11, section 7603(a) of the California Code of Regulations and is thus liable for a \$200/day fine pursuant to section 1798.99.82(c)(1) of the Civil Code.

51. WINR Data 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, WINR Data effectively consents to this Stipulated Final Order becoming final.

52. This Stipulated Final Order shall bind WINR Data's heirs, administrators, executors, successors, and transferees.

53. Notwithstanding paragraph 46, 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

attorneys' fees and costs in its favor and against WINR Data for the time spent and costs incurred in prosecuting such action.

54. 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.

55. 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 Respondents:

Nazli Sila Kayam
Privacy Officer
56 Berry Street,
North Sydney NSW 2060
Australia
privacyoffice@winrdata.com

[illegible]

IX. 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 WINR Data. 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: 20/05/2026



Malcolm Treanor
Chief Operations Officer
WINR Data PTY LTD
Respondent

X. ENDORSEMENT

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

DATED: May 22, 2026

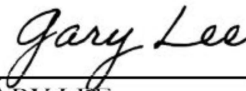
BY:



MICHAEL S. MACKO
Deputy Director of Enforcement



LARA KEHOE HOFFMAN
Assistant Chief Counsel



GARY LEE
Attorney, Enforcement Division



NEELOFER SHAIKH
Attorney, Enforcement Division
Attorneys for Complainant