BEFORE THE CALIFORNIA PRIVACY PROTECTION AGENCY

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| In the Matter of:<br><br>C.C. FILSON CO.<br><br>Respondent. | Case No. ENF25-074-R-FI |

**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-captioned matter.

This Decision shall become effective immediately.

IT IS SO ORDERED this 6th day of November, 2026.

BY THE BOARD:

JENNIFER M. URBAN
Chair
California Privacy Protection Agency

LARA KEHOE HOFFMAN
Acting Deputy Director of Enforcement
MICHAEL J. MEYER (State Bar No. 242706)
Attorney
Enforcement Division
California Privacy Protection Agency
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*Attorneys for Complainant*

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**STIPULATED FINAL ORDER**

IT IS HEREBY STIPULATED AND AGREED by and between the parties to the above-captioned 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, Civ. Code §§ 1798.100–1798.199.100, as amended ("CCPA").[1]

2. Respondent is C.C. Filson Co. ("Filson"), a Delaware corporation with its principal place of business at 1741 1st Avenue South, Seattle, Washington, 98124.

## II. JURISDICTION

3. Pursuant to Civil Code sections 1798.199.40(a) and 1798.199.55, the Agency may enforce the CCPA through administrative actions.

[1] All statutory references are to California law unless otherwise indicated.

4. Pursuant to Government Code section 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.

5. Filson is a for-profit corporation that collects consumers' personal information and determines the purposes and means of the processing of consumers' personal information. The company has an annual gross revenue in excess of $26.625 million, and the company annually sells or shares, in combination, the personal information of 100,000 or more consumers or households. Filson conducted business within the State of California at all times relevant to this Stipulated Final Order.

## III. DEFINITIONS

The following terms in this Stipulated Final Order shall have these meanings:

6. "Agency" means the California Privacy Protection Agency.

7. "Business" has the same meaning as provided in Civil Code section 1798.140(d).

8. "Business purpose" has the same meaning as provided in Civil Code section 1798.140(e).

9. "Collect" has the same meaning as provided in Civil Code section 1798.140(f).

10. "Consumer" has the same meaning as provided in Civil Code section 1798.140(i).

11. "CCPA" means the California Consumer Privacy Act of 2018, Civ. Code §§ 1798.100–1798.199.100, as amended, and its implementing regulations.

12. "Cross-context behavioral advertising" has the same meaning as provided in Civil Code section 1798.140(k).

13. "Device-based sales or sharing" means the sale or sharing of personal information collected from a consumer's device.

14. "Enforcement Division" means Complainant, the Enforcement Division of the California Privacy Protection Agency.

15. "Filson" means Respondent, C.C. Filson Co.

16. "Opt-out preference signal" has the same meaning as provided in California Code of Regulations, title 11, section 7001(aa).

17. "Personal information" has the same meaning as provided in Civil Code section 1798.140(v).

18. "Regulations" mean Title 11, Division 6, Chapter 1 of the California Code of Regulations.

19. "Request to opt-out of sale/sharing" has the same meaning as provided in California Code of Regulations, title 11, section 7001(rr).

20. "Sale" or "sell" has the same meaning as provided in Civil Code section 1798.140(ad).

21. "Share" and "sharing" has the same meaning as provided in Civil Code section 1798.140(ah).

22. "Third party" has the same meaning as provided in Civil Code section 1798.140(ai).

23. "Tracking technologies" means any scripts, cookies, pixel tags, web beacons, software development kits, or other tracking devices or mechanisms that are used to collect and analyze information about a consumer's activity on a website or application.

24. "Website" means the website operated by Filson located at www.filson.com.

## IV. FACTUAL FINDINGS

25. Founded in 1897, Filson manufactures clothing and accessories for outdoor workers and enthusiasts in the United States. First marketed toward prospectors in the Alaskan Gold Rush, Filson products have become popular among loggers, hunters, anglers, and ranchers, including those across California. Filson maintains physical stores and retail dealers in California and advertises and sells its products to Californians via its online website.

26. Filson is a business subject to the CCPA because it operates as a for-profit corporation that collects consumers' personal information and determines the purposes and means of the processing consumers' personal information. Filson annually sells or shares, in combination, the personal information of 100,000 or more consumers or households.

27. Filson collects and processes the personal information of consumers who interact with its website and who shop in its brick-and-mortar stores in California.

28. Filson shared consumers' personal information with third party companies for the purposes of cross-context behavioral advertising, including through third-party tracking technologies such as cookies and pixels deployed on Filson's website. These tracking technologies collected personal information, such as unique user identifiers and browsing history, and transmitted that data to advertising technology ("AdTech") companies which, at various points during the relevant time period, included Meta, Google, and Pinterest, as well as Elevar and Zeta Global, each a California-registered data broker.

29. The relevant time period is March 2, 2025 to March 31, 2026, unless otherwise indicated.

### A. Filson Failed to Include a "Do Not Sell or Share My Personal information" Link or an Alternative Opt-out Link on its Website.

30. Like many online retailers, Filson places certain tracking technologies on its website, and Filson makes personal information of consumers available to third parties for the purpose of cross-context behavioral advertising through those third-party tracking technologies. Therefore, Filson engaged in device-based sales and sharing of consumer's personal information.

31. Consumers have the right, at any time, to direct a business that sells or shares their personal information to third parties not to sell or share their personal information. *See* Civ. Code § 1798.120(a)(1).

32. A business that sells or shares personal information must provide a clear and conspicuous link on the business's internet web page that enables a consumer to exercise the right to opt out of the sale or sharing of the consumer's personal information. This link must be titled "Do Not Sell or Share My Personal information," "Your Privacy Choices," or "Your California Privacy Choices" and must be posted in a conspicuous manner in the header or footer of the business's web page. *See* Civ. Code § 1798.135(a); Code Regs. tit. 11, §§ 7013, 7015.

33. The required link must immediately effectuate the opting-out of that consumer from further sales and shares of personal information or lead that consumer to a webpage where that consumer can learn about and make that choice. *See* Code Regs. tit. 11, § 7013.

34. Filson failed to provide a "Do Not Sell or Share My Personal Information" link, a "Your Privacy Choices" link, or a "Your California Privacy Choices" link on its website. Thus, Filson violated Civ. Code § 1798.135(a) and Code Regs. tit. 11, § 7013.

### B. Filson Directed Consumers to Non-Functional or Non-Existent Methods for Exercising CCPA Rights.

35. The CCPA provides consumers with important privacy rights, including the right to know the specific pieces of personal information that the business has collected about them, the right to correct inaccurate personal information, the right to opt out of the sale or share of personal information, and the right to delete personal information. *See* Civ. Code §§ 1798.105, 1798.106, 1798.110, 1798.115, 1798.120.

36. Privacy policies posted online must include an explanation of the rights the CCPA confers on consumers and explain how consumers may exercise those rights. *See* Code Regs. tit. 11, § 7011(e)(2) and (3).

37. Businesses are required to design and implement methods for submitting CCPA requests that are easy to execute, and businesses are required to test those methods to ensure that they are functional. Code Regs. tit. 11, § 7004(a)(5). Additionally, any choice architecture used to submit opt-out requests shall not impair nor interfere with the consumer's ability to make that choice. Code Regs. tit. 11, § 7004(a)(4).

38. Businesses must ensure that personnel responsible for handling consumer privacy inquiries are informed about the requirements of the CCPA and how to direct consumers to

exercise their rights under the CCPA. *See* Civ. Code § 1798.135(c)(3); Code Regs. tit. 11, § 7100; *see also id.* § 7004(a)(5)(D).

39. Filson posted a privacy policy online. The "Exercise Your Rights" section of that privacy policy notified consumers that they could exercise their privacy rights by calling a Filson toll-free telephone number, by sending a request to a Filson customer service email address, or by clicking a link to a Filson customer care web page.

40. None of these three methods functioned properly.

41. Filson personnel who answered the toll-free calls from consumers did not assist certain consumers in exercising their CCPA rights. Some consumers who got through to Filson complained about Filson's failure to resolve their privacy concerns – both to Filson and, eventually, to the Agency.

42. Filson similarly failed to answer emails from some consumers seeking to exercise their privacy rights, resulting in similar complaints.

43. When consumers clicked on the link to the customer care web page, instead of directing consumers to customer care, Filson directed them to a dead end. Filson presented them with a web page that displayed the following text: "PAGE NOT FOUND. We're sorry. We can't find what you're looking for."




*Fig. 1: Text displayed when clicking the Filson customer care link.*

44. Filson also provided the following notice to consumers in the "Exercise Your Rights" section of the privacy policy:

> Please note that to exercise your rights to opt-out of targeted advertising and/or the sale of your personal information, you must follow the

instructions provided under the "Selling and Sharing" section of the Privacy Policy above.

45. Filson's "Selling and Sharing" section did not inform consumers how they could opt out of sales and sharing. It referred them to the "Your Privacy Choices" link, but that link did not appear on the website.

46. In a different section of Filson's privacy policy, titled "Interest-Based Advertising," Filson directed consumers who wished to opt-out of the sale or sharing of their personal information to resources *outside* of Filson, such as various websites for government, industry associations, and AdTech entities. However, Filson *itself* was required to provide two or more designated methods for submitting requests to opt-out of sale/sharing. *See* Code Regs. tit. 11, § 7026(a). Filson failed to do so.

47. By designing and implementing methods for submitting CCPA requests that undermined consumer choice and were not easy to execute, Filson also violated sections 7004(a)(4) and (5) of the regulations.

**C. Filson Failed to Honor Opt-out Preference Signals.**

48. When a consumer opts out of sales and sharing, the business must cease selling or sharing that consumer's personal information as soon as feasibly possible, but no later than 15 business days from the date the business receives the request. Civ. Code § 1798.135(c)(4); Code Regs. tit. 11 § 7026(f)(1). Businesses are thereafter prohibited from selling or sharing the personal information of a consumer who has opted out. Civ. Code § 1798.120(d).

49. Businesses that collect personal information from consumers online and that receive or detect an opt-out preference signal must treat that signal as a valid request to opt out of the sale or sharing for that browser or device and any consumer profile associated with that browser or device. Code Regs. tit. 11, § 7025(c)(1).

50. California law has required businesses to honor opt-out preference signals for more than six years. This obligation has been in place since 2020. *See* Code Regs. tit. 11, § 999.315(c) (effective August 14, 2020 to May 4, 2022); *id*. § 7026 (effective May 5, 2022 to March 28, 2023); *id*. § 7025 (effective March 29, 2023 to present).

51. During the relevant time period, Filson collected consumers' personal information online. Filson then sold and shared some of that personal information, such as unique user identifiers and browsing history, with AdTech companies. Filson did so through "Server-side" sharing (sharing personal information through a direct server-to-server connection), and through "Browser-based" sharing (directing a consumer's browser to share personal information with a third-party). The purpose of Filson's Server-side and Browser-based sharing was the same: to display Filson advertisements to consumers after they left www.filson.com and navigated elsewhere on the internet.

52. Some consumers opted out of Filson's sales and shares by using an opt-out preference signal. Upon receiving or detecting an opt-out preference signal, Filson was required to process the signal as a valid opt-out request for that browser or device and any consumer

profile associated with that browser or device, including pseudonymous profiles. See Code Regs. titl 11 § 7025(c)(1). This required Filson to cease all cross-context behavioral advertising for that browser or device and any consumer profile that it could associate with that browser or device.

53. With regard to its Server-side sharing, Filson was required to cease cross-context behavioral advertising for any consumer profile that it could associate with the browser or device sending the opt-out preference signal. Filson failed to comply with this requirement.

54. With regard to its Browser-based sharing, Filson was also required to cease cross-context behavior advertising for the browser or device at issue. Filson could have done this by either stopping all transmission of personal information to the AdTech companies or, to the extent any AdTech company was a service provider to Filson, by sending the information with instructions in the agreed-upon form, such as a Restricted Data Processing or Limited Data Use flag. Transmitting those agreed-upon instructions with the personal information would have made clear that the service provider was permitted to use the information only for the limited business purposes allowed under a CCPA-compliant service provider agreement and not to further sell or share it or use it for its own purposes. *See* Civ. Code § 1798.140(e)(6), Code Regs. tit. 11, §§ 7051(a)(1)-(3); *see also* Civ. Code §§ 1798.135(f)-(g). However, Filson failed to do either and continued to sell and share consumers' personal information.

55. During the relevant time period, Filson failed to honor consumers' opt-out preference signals, in violation of Civil Code section 1798.120(d) and sections 7025(b) and 7026(f) of the regulations.

### D. Filson's Unlawful Sales and Shares After Consumers Opted Out Had a Compounding Effect.

56. A business that has received direction from a consumer not to sell or share the consumer's personal information is prohibited from continuing to sell or share that consumer's personal information. Civ. Code § 1798.120(d). In the online advertising ecosystem, failure to respect a consumer's opt-out request can have a rapidly compounding effect.

57. As shown above, during the relevant time period, Filson did not honor consumer requests to opt-out submitted by consumers' use of opt-out preference signals.

58. Instead, after receiving consumer opt-out requests, Filson sold and shared personal information of those opted-out consumers with multiple AdTech companies, and it did so each time those opted-out consumers visited its website. Each time Filson disclosed an opted-out consumer's personal information to a different AdTech company for the purposes of cross-context behavioral advertising, Filson made a prohibited sale or share.

59. For each such opted-out consumer, Filson engaged in prohibited sales and shares to *at least* five AdTech companies. Accordingly, every time a consumer visited Filson's website using an opt-out preference signal, Filson violated Civil Code section 1798.120(d) at least five times.

60. Some opted-out consumers visited Filson's website multiple times, and each time, Filson engaged in at least five *additional* prohibited sales and shares, each in violation of Civil Code section 1798.120(d).

## V. CONTINGENCY

61. This Stipulated Final Order shall be contingent upon approval by the Board of the California Privacy Protection Agency ("Board"). Filson 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 Filson or its counsel. By signing the Stipulated Final Order, Filson 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

62. 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.

63. 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.

64. 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:

### A. Monetary Provisions

65. The Enforcement Division was prepared to bring an enforcement action seeking a multi-million dollar fine. The Enforcement Division has reviewed confidential financial information supporting Filson's assertion of an inability to pay a fine of that magnitude.

66. In accordance with Civil Code section 1798.199.55, Filson shall pay an administrative fine in the amount of two hundred seventeen thousand, nine hundred eighty-seven dollars ($217,987), taking into consideration Filson's inability to pay referenced in paragraph 65.

This payment shall be made to the California Privacy Protection Agency pursuant to written instructions to be provided by the Enforcement Division.

**B. Non-Monetary Provisions**

67. Filson shall cease and desist from engaging in device-based sales and shares of all Californians' personal information to advertising technology companies within 30 days of the effective date of the Board's Order of Decision approving the Stipulated Final Order.

68. Filson may resume engaging in device-based sales and shares of Californians' personal information after providing to the Enforcement Division a written certification, signed under penalty of perjury by an officer or director, that Filson is complying with paragraphs 69-73. For purposes of this certification, Filson's statement of compliance with obligations requiring audits, tests, and trainings shall include a statement that Filson has completed the initial audit, test, or training requirement and has a plan in place to continue such audits, tests, and trainings consistent with the terms of this Stipulated Final Order. If Filson provides this certification within 30 days of the effective date of the Board's Order of Decision approving the Stipulated Final Order, then Filson need not cease and desist as required by paragraph 67.

69. Filson shall audit the efficacy of its recognition of opt-out preference signals as applied to Server-side sales and shares as well as its use of Browser-based tracking technologies on its website at least quarterly to ensure that such opt-out requests are honored in a manner that is consistent with the requirements of section 7025 of the regulations. This obligation shall run for a period of three (3) years from the effective date of Board's Order of Decision approving the Stipulated Final Order.

70. To the extent it has not already done so, Filson shall modify its methods for submitting and responding to CCPA requests in the following ways, as required by the CCPA:

a. Filson shall provide consumers with methods to exercise their right to opt-out of sale/sharing that are easy to execute and require minimal steps;

b. Filson shall maintain a link titled "Do Not Sell or Share My Personal Information," "Your Privacy Choices," or "Your California Privacy Choices" on its website that either immediately opts out a consumer from sales and sharing of personal information or directs the consumer to a location where the consumer can learn about and effectuate those rights;

c. Filson shall implement and maintain an interactive form by which consumers may submit CCPA requests; and

d. When consumers submit requests to opt-out of sale/sharing, Filson shall comply with those requests within the time period required by the CCPA.

71. At least quarterly, Filson shall test its methods for submitting CCPA requests to ensure that they are functioning properly. This obligation shall run for a period of three (3) years from the effective date of the Board's order of Decision approving the Stipulated Final Order.

72. Filson shall develop and maintain an internal review process for the addition of any new tracking technology on its website. Through this review process, Filson shall ensure that, for each new tracking technology that transmits or discloses consumer personal information to entities outside of Filson, Filson has entered into CCPA-compliant service provider, contractor, or third-party contracts where legally required. This review process shall also ensure that, for any tracking technology that facilitates the sale or sharing of consumer personal information for cross-context behavioral advertising purposes, the configurations necessary to recognize and give full effect to consumer requests to opt out of such sales and sharing have been implemented.

73. Within 30 days of the effective date of the Board's Order of Decision approving the Stipulated Final Order, and annually thereafter, Filson shall conduct training to ensure that all personnel handling CCPA requests are informed of all requirements under the CCPA and its implementing regulations relevant to their job functions in connection with CCPA requests, consistent with section 7100 of the regulations. This obligation shall run for a period of three (3) years from the effective date of Board's Order of Decision approving the Stipulated Final Order.

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

## VIII. ADDITIONAL GENERAL PROVISIONS

75. Upon issuance of the Board's Order of Decision approving this Stipulated Final Order and following Filson's compliance with all terms set forth in paragraphs 66 through 73, the Agency releases Filson (including its subsidiaries, affiliates, officers, directors, heirs, administrators, executors, successors, and transferees) from and against all claims the Agency has under the CCPA arising from the conduct set forth in the factual findings of this Stipulated Final Order.

76. Nothing in this Stipulated Final Order shall be construed as relieving Filson 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.

77. Filson 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.

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

79. Filson 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 Procedures Act, the California Code of Civil Procedure, or any other provision of law. By waiving such rights, Filson effectively consents to this Stipulated Final Order becoming final.

80. Filson admits the truth of the factual findings in paragraphs 25-28 of this Stipulated Final Order, but otherwise neither admits nor denies the remaining factual findings. Filson does not admit liability for any violation of the CCPA, actual or alleged. Filson agrees to be bound by the terms of this Stipulated Final Order.

81. This Stipulated Final Order shall bind Filson's subsidiaries, heirs, administrators, executors, successors, and transferees.

82. Notwithstanding paragraph 74, 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 Filson for the time spent and costs incurred in prosecuting such action.

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

84. 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@cppa.ca.gov

To the Respondent:

Lisa Gold, General Counsel
C.C. Filson Co.
1741 1st Ave. South
Seattle, Washington 98134
legal@bedrockmfg.com

85. Each person who signs this Stipulated Final Order in a representative capacity warrants that he or she is duly authorized to do so. Further, each party itself (a) acknowledges that such party has been advised by competent legal counsel in connection with the execution of this Stipulated Final Order, has read each and every paragraph of this Stipulated Final Order, and understands the respective rights and obligations set forth herein, and (b) represents that the commitments, acknowledgment, representations, and promises set forth herein are freely and willingly undertaken and given.

86. Filson represents that this Stipulated Final Order is freely and voluntarily entered without any degree of duress or compulsion whatsoever.

## IX. SIGNATURES

RESPONDENT
C.C. FILSON CO.

DATED: 10/13/2026

BY: Signed by: Lisa Gold FDD1D8E4BD90420...

LISA GOLD
General Counsel
C.C. FILSON CO.

COMPLAINANT
THE CALIFORNIA PRIVACY PROTECTION AGENCY
ENFORCEMENT DIVISION

DATED: October 13, 2026

BY:



LARA KEHOE HOFFMAN
Acting Deputy Director of Enforcement



MICHAEL J. MEYER
Attorney, Enforcement Division
*Attorney for Complainant*