

The Honorable Josh Lowenthal  
Member, California State Assembly  
1021 O Street, Suite 8320  
Sacramento, CA 95814

**RE: AB 556 (Lowenthal) – California Consumer Privacy Act of 2018: opt-out preference signal – SUPPORT**

Dear Assemblymember Lowenthal,

Omidyar Network, a California based philanthropic and investment organization committed to elevating humanity's interests and role in how technology is governed and held accountable, supports AB 566, which would prohibit a business from developing or maintaining a browser or browser engine that does not include a setting that enables a consumer to send an opt-out preference signal to businesses with which the consumer interacts through that browser or browser engine.

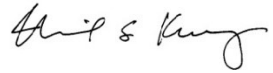
Omidyar Network's philanthropic and investment efforts have continued for more than two decades and stem from our founder's work at two great California companies, PayPal and eBay. We envision a world where our shared humanity steers our digital future. So far, we have committed more than \$1.94 billion to initiatives that share our vision.

Consumers are constantly scrutinized and surveilled online as businesses seek to collect and monetize their data, including sensitive personal information. To combat this, California passed the California Consumer Privacy Act (CCPA) in 2018, followed by the California Privacy Rights Act (CPRA) in 2020. These laws empowered Californians to control the use of their own personal information, including the right to prohibit businesses from selling their personal data by sending an opt-out preference signal. However, though these rights and tools now exist, many businesses are making it difficult for consumers to take advantage of them.

This measure simply clarifies the law and ensures the intent of the CPRA is realized by requiring all providers to integrate an opt-out preference signal. Some browser providers have already integrated such a signal directly into their browsers, but others have held back, placing the burden on consumers to find it, or, in some cases, leaving consumers with no recourse to state their privacy preferences at all. AB 566 closes this loophole by setting clear requirements to provide an opt-out preference signal that is easy to locate and lays out a reasonable timeframe for browsers and browser engines to comply.

AB 566 upholds the principles of California's consumer privacy laws by enabling consumers to protect themselves in a simple, straightforward way— as was intended from the beginning. **For these reasons, we are pleased to support AB 566 and thank you for bringing forward this important measure.**

Sincerely,



Mike Kubzansky  
CEO, Omidyar Network