

# BSA Urges Congress to Support Strong Federal Privacy Legislation

## Comprehensive Federal Privacy Legislation Can Build on the CCPA

Privacy is a critical concern for consumers, businesses, and lawmakers. Congress can build on the California Consumer Privacy Act (CCPA) to create comprehensive federal legislation that protects consumers nationwide. Federal law should not only contain rights and protections created by the CCPA, but should create new consumer rights and impose new obligations on businesses, so that businesses are accountable for processing data in line with consumer expectations.

### CONSUMER RIGHTS

#### CCPA

The CCPA creates new consumer rights including the:

1. Right to know
2. Right to access
3. Right to delete
4. Right to data portability
5. Right to opt out of sale



#### FEDERAL PRIVACY LAW

Federal law should provide consumers more rights than the CCPA. In addition to current CCPA rights, federal law should provide consumers the:

1. Right to correct inaccurate data
2. Right to opt out of broad types of processing, not just sale

### OBLIGATIONS ON BUSINESSES

The CCPA obligates businesses to honor consumers' rights



Federal law should do more than require businesses to honor consumer rights.

Federal law should ensure businesses are accountable for processing data in line with consumer expectations. At a minimum, businesses should be required to:

1. Specify the purposes for collecting and using personal information — and minimize the use of data in line with those purposes
2. Obtain consent of individuals before collecting their sensitive personal information
3. Implement and maintain data security safeguards

### ENFORCEMENT

The privacy provisions of CCPA are enforced by the California Attorney General



Federal law should not be enforced by a single regulator, but by federal and state agencies working together.

**Federal:** The FTC should enforce federal privacy law, with new tools including:

1. Targeted rulemaking authority
2. Authority to fine first-time violators
3. Additional funding and staff

**State:** Attorneys General in all states and territories should also enforce the law, adding 50+ new enforcement agencies.