



FOR IMMEDIATE RELEASE

August 18, 2022

Media Contact: Glenn Lammi | glammi@wlf.org | 202-588-0302

WLF Asks California Privacy Regulators to Justify Fanciful Regulatory Economic Assumptions

(In re Proposed California Privacy Rights Act Regulations)

“CPPA’s underlying economic assumptions are grounded in fantasy.”

—Cory Andrews, WLF General Counsel & Vice President of Litigation

WASHINGTON, DC—Yesterday, Washington Legal Foundation (WLF) submitted a formal comment to the California Privacy Protection Agency (CPPA) on the its recently proposed regulations under the California Privacy Rights Act. WLF’s comment was drafted with the pro bono assistance of David Zetoon and Andrea Maciejewski of Greenberg Traurig LLP.

As part of the rulemaking process, CPPA submitted an Economic Impact Statement concluding that a typical business’s cost to comply with the newly proposed regulations would be only \$127.50. To justify that miniscule number, CPPA regulators insisted that the proposed regulations merely re-state current law while imposing no new compliance burdens on businesses. As WLF’s comment shows, however, that assumption is indefensible.

In painstaking detail, WLF identifies more than 45 proposed new economic burdens that go well beyond the existing statutory and regulatory rules. CPPA takes none of these into account. WLF thus calls on CPPA to bring its estimate of the proposed regulations’ economic impact in line with reality. As WLF’s comment explains, regulated entities require a full and accurate estimate of each new compliance burden before they can meaningfully comment on the proposed regulations.

Celebrating its 45th year, WLF is America’s premier public-interest law firm and policy center advocating for free-market principles, limited government, individual liberty, and the rule of law.

###