



Alex Lee

ASSEMBLYMEMBER, DISTRICT 25

Dear Friends,

In today's hyper-connected world, your personal information is more valuable than ever. **California is leading the way** when it comes to providing privacy protections for consumers with the California Consumer Privacy Act of 2018.

This brochure is designed to explain **your legal rights to digital privacy**, and how to exercise those rights as a consumer. If you would like more information, please contact my office or **visit oag.ca.gov/ccpa**.

Warmly,

ALEX LEE

Assemblymember



Alex Lee

ASSEMBLYMEMBER, 25th District

DISTRICT OFFICES

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(916) 319-2025
Fax: (916) 319-2125

WEBSITE

asmdc.org/Lee



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REPORT ANY CREDIT FRAUD TO THESE MAJOR CREDIT BUREAUS:

EXPERIAN

To order report and to report fraud: 888-397-3742
experian.com

TRANS UNION

To order report: 800-888-4213
To report fraud: 800-680-7289
transunion.com

CHECK VERIFICATION COMPANIES

Chexsystems: 800-428-9623
Telecheck: 800-710-9898

FEDERAL TRADE COMMISSION

IDENTITY THEFT HOTLINE
877-ID-THEFT (438-4338) • ftc.gov/idtheft

CALIFORNIA ATTORNEY GENERAL'S OFFICE

Toll Free: 800-952-5225 • oag.ca.gov

**CALIFORNIA ATTORNEY GENERAL'S OFFICE,
PRIVACY ENFORCEMENT AND PROTECTION**

oag.ca.gov/privacy

FREE CREDIT REPORT:

ANNUAL CREDIT REPORT REQUEST SERVICE
Toll Free: 877-322-8228 • annualcreditreport.com

ONLINE PRIVACY



UNDERSTAND YOUR RIGHTS



YOU HAVE THE RIGHT TO ACCESS YOUR PERSONAL INFORMATION.

Personal information is data that can be reasonably used to identify you. Your personal information is just as much a part of you as your fingerprints.



YOU HAVE THE RIGHT TO DELETE YOUR PERSONAL INFORMATION.

You can request that a business delete from its records any personal information it collected from you. The business must also direct service providers to delete the information.



YOU HAVE THE RIGHT TO KNOW WHAT PERSONAL INFORMATION IS BEING COLLECTED ABOUT YOU.

Many businesses collect information that can range from where you live and shop, to aspects of your personality or how you sleep.



YOU HAVE THE RIGHT TO KNOW WHETHER YOUR PERSONAL INFORMATION IS SOLD OR DISCLOSED.

Businesses that collect your personal information often sell it to third parties or disclose it for a business purpose. You have the right to know if a business has sold or disclosed your personal information, for what purpose, and to whom.



YOU HAVE THE RIGHT TO SAY NO TO THE SALE OF YOUR PERSONAL INFORMATION.

In California, everyone 16 and older has the right to “opt-out” of the sale of their personal information. The personal information of anyone under 16 may not be sold without prior consent, also known as the right to “opt-in.”

For resources to help exercise your rights, please visit: commonsensemedia.org/ccpa

If you have questions or desire more background information on the CCPA, please visit oag.ca.gov/ccpa or contact the district office at (408) 262-2501.

EXERCISING YOUR RIGHTS



CLICK ON THE “DO NOT SELL MY INFO” LINK.

Businesses that sell personal information must provide a “Do Not Sell My Info” link on their website or mobile app that enables consumers to opt-out of the sale of their personal information.



YOU CANNOT BE DISCRIMINATED AGAINST FOR EXERCISING YOUR RIGHT TO PRIVACY.

In California, it is illegal for a business to charge you a different price or lower their quality of service just because you exercised any of the privacy rights described in this brochure.



YOU HAVE THE RIGHT TO RECOURSE IF THERE IS A BREACH OF YOUR PERSONAL INFORMATION.

If a business is the subject of a data breach where your personal information is exposed, or subjected to unauthorized access, you may be eligible for compensation if the business did not implement and maintain reasonable security procedures and practices.