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NEWS FROM CALIFORNIANS FOR CONSUMER PRIVACY

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**** SATELLITE MEDIA TOUR **** California Consumer Privacy Act clears major hurdle submitting 625,000 signatures, dubbed the "nationally watched showdown over privacy"

Attn: Assignment Editors/News Desk

**** SATELLITE MEDIA TOUR ****

Available to all stations/networks

THURSDAY, May 3, 2018

9-11 a.m. Pacific Time

Facebook and Google under fire for privacy violations; joined million dollar coalition opposing measure with Comcast, AT&T and Verizon.

On Thursday, Chief Proponent Alastair Mactaggart will submit final signatures to qualify [The California Consumer Privacy Act](#) for the November ballot.

"Shouldn't you have the right to know what personal information companies are collecting about you and your family?" asked **Alastair Mactaggart**. "This initiative is my personal mission to give consumers back their voice, and a real choice about their own privacy."

*** B-Roll of signature submission to counties will also be made available via satellite.

*** To schedule an interview, contact Inez Kaminski at (805) 708-4883.

<https://calmatters.org/articles/newsletters/calmatters-will-billionaires-millions-bend-governors-race/>

The politics of privacy

By Dan Morain

Promoters of an initiative intended to better protect Californians' privacy will submit signatures by Wednesday to place it on the November ballot. Then, the brinkmanship will begin.

State of play: San Francisco developer Alastair MacTaggart has spent \$2.8 million to gather 625,000-plus signatures, more than sufficient to place his initiative on the November ballot.

If the initiative gets on the ballot, it could become a nationally watched showdown over privacy. Tech is on the defensive because of recurrent data breaches and revelations that Cambridge Analytica scraped the personal information of 87 million Facebook users. Facebook, Google, AT&T and others have contributed \$200,000 each, table stakes for the campaign to kill the measure.

Let's make a deal: Assemblyman Ed Chau, a Democrat from Monterey Park, and Sen. Bob Hertzberg, a San Fernando Valley Democrat, will work in the coming weeks to fashion a legislative compromise to avert an initiative war.

"If they have a legislative play, let's see it," said Sacramento consultant Robin Swanson, managing Mactaggart's initiative campaign.

The calculation: Tech companies need to ask: How angry are voters for how cavalierly they've treated privacy? Mactaggart needs to ask: Are voters resigned to the notion that privacy is a thing of the past? Both sides should ask what the best policy would be.

Also check out:

Los Angeles Times' George Skelton: "The internet is no longer an infant that needs freedom to innovate — it's grown into a monster and needs to be restricted."

<http://www.latimes.com/politics/la-pol-sac-skelton-facebook-privacy-20180412-story.html>

Wall Street Journal: "Who Has More of Your Personal Data Than Facebook? Try Google" Google gathers more personal data than Facebook does, by almost every

measure—so why aren't we talking about it?

<https://www.wsj.com/articles/who-has-more-of-your-personal-data-than-facebook-try-google-1524398401>

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