



May 27, 2025

SENATE FLOOR ALERT SB 690 (Caballero) – OPPOSE

We strongly oppose SB 690 (Caballero), which fundamentally weakens one of the state’s longstanding, strongest privacy laws against surveillance, the California Invasion of Privacy Act (CIPA). SB 690 provides big tech with retroactive immunity from secretly spying on consumers as long as they have a “business purpose.”

CIPA was enacted in 1967 to protect Californians from all forms of unauthorized surveillance, regardless of the technology used. Courts have consistently affirmed that CIPA applies to commercial actors, including large tech companies like Google, Meta, and Oracle, when they secretly intercept and record user data without consent. SB 690’s proposed “commercial business purposes” exemption would create a dangerous loophole, effectively immunizing these companies from accountability and undermining a decade of judicial interpretation.

Critically, the California Consumer Privacy Act (CCPA) was never intended to replace CIPA—it provides different, complementary protections. Unlike the CCPA, CIPA provides consumers with a remedy, empowering individuals to seek redress in court. Removing this right would severely limit Californians’ ability to hold companies accountable for invasive data practices.

Moreover, the retroactive provisions of SB 690 would derail numerous pending class actions, effectively erasing the rights of Californians harmed by past privacy violations. This retroactive immunity rewards bad actors and sets a troubling precedent.

WE URGE YOUR “NO” VOTE ON SB 690

Emory Roane, Privacy Rights Clearinghouse
Edmund Velasco, AFM Local 7
Vinhcent Le, TechEquity Action
Tracy Rosenberg, Oakland Privacy
Caitriona Fitzgerald, Electronic Privacy Information Center (EPIC)
Teri Olle, Economic Security California Action
Saveena Takhar, Consumer Attorneys of California
Robert Herrell, Consumer Federation of California
Jamie Court, Consumer Watchdog
Sacha Haworth, Tech Oversight California
Jonathan Mehta Stein, California Initiative for Technology and Democracy (CITED)
Sean McLaughlin, Access Humbolt