



Tech Oversight

CALIFORNIA

September 18, 2025

Re: AB 556 (Lowenthal) – California Consumer Privacy Act of 2018: opt-out preference signal – SUPPORT and Request for Signature

Dear Governor Newsom:

Tech Oversight California, an advocacy organization that champions meaningful tech accountability reforms that address Big Tech’s toxic business model and provide powerful online protections for Californians, wishes to express enthusiastic support for AB 566.

Big Tech has built its business model on surveillance—tracking consumers online, harvesting their personal data, and turning it into profit. California responded with the CCPA in 2018 and the CPRA in 2020, giving people the right to say “no” to the sale of their personal information through an opt-out preference signal. But too many companies are intentionally dragging their feet, making it hard—or impossible—for consumers to exercise these rights.

AB 566 closes this loophole. It requires browsers to provide a clear, easy-to-use opt-out signal within a reasonable timeframe, ensuring Californians can actually use the tools our laws promised. This bill is about stopping predatory data practices at the source and putting power back where it belongs—with the people. We urge your signature on AB 566 to uphold California’s leadership in consumer privacy. **For these reasons, we respectfully urge your signature on this important legislation.**

Sincerely,

Sacha Haworth

Executive Director, Tech Oversight California