

Memorandum

I've compiled some information to aid you in the writing of your letter to voters about the importances of cybersecurity. This memo focuses on an important act that I feel best puts in perspective how vital cybersecurity is. The California Consumer Privacy Act otherwise known as the CCPA was approved and became in effect January of 2020 in the state of California.

The CCPA is said to have been introduced in part due to the Cambridge Analytical Scandal. This scandal led to the harvesting of the data of millions of facebook users without their knowledge or consent, calling into question the cybersecurity of many users' data. The company created an app called "This is your Digital Life" was the Global Science Research and it was meant to be an app used for different quizzes that were meant to generate profiles based on the users personality. Cambridge Analytica asked for access for research purposes and then after the scandal I mentioned occurred. This was a big issue as people who didn't even have the app were affected as it sought out peoples facebook friends. Cambridge Analytica used the information gathered for targeted political ads and raised concerns over the protection of user data within Facebook. This is so major because facebook holds a wide array of information about its users from general information such as names and email addresses to payment information.

The CCPA had a few main points it wanted to address in terms of consumers being more in control over their data. I will be going over briefly the five main points of the law. The first is the right to know, this pertains to the type of information businesses have on their consumers. This right ensures businesses that operate in California inform consumers about what type of data is collected and what they do with this data. The next main point is the consumers' right to have their information eradicated from business databases, and the company's obligation to do so. There are some exceptions to this however the ability to do so is the main point. The third main point is a way to prevent businesses from retaliating against consumers who may have invoked their rights under the CCPA such as those I mentioned above. In simpler terms a business can not deny a service to a consumer for example, due to the consumer requesting for a deletion of their data that tha businesses may have needed or wanted to keep for whatever reason. The fourth and one of the most impactful in my opinion is the ability to "opt-out" of the selling of any of your information stored in company databases. There is often

conversation around companies selling consumer information and this would put many at ease knowing they have the option to prevent this. The fifth and final point is the ability for consumers to limit what is done with specific types of data that they share with businesses. This means information such as social security numbers and other sensitive high risk information can be restricted to only certain uses. This is a major feature that could greatly impact the security of such information as there would be more of a known as far as where this information is and who has it.

This law addressed the problem by giving more control to consumers who can now freely decide what type of information they want stored and more say so in who gets access to their personal information. This is a law I feel many citizens would love to have in place as it could prevent unnecessary misuse or exploitation of their data while making them feel more secure about their data. In this time where technology is used everywhere it is more important than ever to have cybersecurity measures such as this one in place to keep information private and give more power back to the people, making big companies more wary of what type of data they collect and what is done with it.

This site is a demonstration of how businesses make it easy for consumers to invoke their rights under the CCPA.

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