

## **Policy Paper Three: CCPA Ethical Implications**

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*The California Consumer Privacy Act is an overall beneficial piece of legislation that increases responsibility for businesses for the sake of personal privacy. Elements of the CCPA can be extended but it is currently not specific enough and does not provide enough protections to adequately protect the privacy of California consumers.*

### **Ethical Implications of the CCPA**

overall purpose of the CCPA is to provide a baseline level of privacy protection to consumers, as there is currently no comprehensive US privacy act at the federal level. Specifically, the CCPA allows consumers to know what information of theirs has been collected, how it is used, as well as asking businesses to delete, revise, and limit use of said information as well as the option to opt-out of data collection altogether (Bonta, 2022). These new privacy protections are needed in the modern age of information, as many companies will sell off consumer information for profit or use their consumer's information in ways the consumer doesn't even know about. There are possibilities for unseen consequences arising from the CCPA, which is what some cooperate businesses argued before the passage of the law. One main argument is related to the verification of information requests that businesses receive because of the CCPA. This argument focuses on the unequal distribution of resources between businesses of different sizes and how some businesses may be harmed by an unspecific law on these matters. These businesses have suggested additional laws that differentiate types of companies based on resources to take the burden off smaller companies (Baik, 2020). This is a cost of the policy, however it is a warranted one because the privacy of the consumers should come before additional costs to the companies. If companies cannot afford to pay for the additional

requirements of gathering their customers data, then they should not be able to benefit from collecting their customers data at all. There are also arguments that the CCPA doesn't go far enough and more protections should be introduced to protect additional rights. Microsoft specifically decided to extend the CCPA rights to all those in the US, as well as arguing that more requirements for accountability needed to be introduced for businesses. These additional requirements that Microsoft argued for included reducing the amount of data that businesses collect and relaying the purpose of this data to the consumers (Blanke, 2020). These arguments suggest that the CCPA is not as effective as it can be and suggest serious ethical problems with its vagueness and lack of certain privacy rights. While amendments have been introduced to revise the bill, these amendments mainly introduced an agency to enforce the bill, with many of the protections and responsibilities of businesses remaining unchanged.

### **Conclusion**

While the CCPA defends important privacy rights, it seems most agree that the CCPA does not go far enough to protect the privacy rights of consumers in California. In addition, its vague terms and definitions do not give businesses the ability to properly abide by the new responsibilities that it has allocated to them, reducing the actual affect that the CCPA will have on the protection of privacy rights. Through more specific terms and definitions as well as additional privacy protections, the CCPA's ethical issues can be resolved and it can be a more effective piece of legislation.

## References

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