



June 24, 2026

The Honorable Rebecca Bauer-Kahan
 Assembly Privacy and Consumer Protection Committee
 1020 N Street, Room 162
 Sacramento, CA 95814

The Honorable Nick Schultz
Assembly Public Safety Committee
1020 N Street, Room 111
Sacramento, CA 95814

RE: SB 690 (Caballero) – Coalition Oppose

On behalf of the undersigned organizations, we must respectfully oppose SB 690 (Caballero).

SB 690 would exempt commercial business purposes from the California Invasion of Privacy Act (CIPA), fundamentally weakening one of the state’s longstanding, strongest privacy and consumer protection laws. CIPA was enacted 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.

SB 690 goes far beyond what most Californians—and most Americans—would expect or tolerate when it comes to their privacy. Everyday Californians who have done nothing more than go online could be spied on, simply because a company wants to use their information to train AI or manipulate them into buying products. SB 690 would allow our baby monitors, smart TVs, tablets, pet cameras, and other everyday devices to snoop on us, listen to our conversations, and keep tabs on our online activity, all behind our backs.

SB 690 is not a “small fix”—it’s a massive carve-out that opens the door for Big Tech to spy on us for just about any reason. SB 690 allows companies to use wiretaps, pen registries, and tap-and-trace surveillance for almost any reason if it can be shown to hold a commercial or business purpose.

SB 690 would allow for an expansion of the types of harmful surveillance we’ve seen in the recent [investigation by 404 Media](#) that found that a data broker for eight major U.S. airlines collected travelers’ domestic flight records and secretly sold access to U.S. Customs and Border Protection; and a CalMatters investigation that found [California’s healthcare exchange had sent private health information to LinkedIn](#), including whether or not a person was pregnant, blind, or transgender.
SB690 would authorize this type of surveillance and remove all liability for

companies that collect, sell, and share this information without your knowledge or consent. The proposed exemptions to our privacy rights could allow immigrants' locations to be shared with ICE, LGBTQ+ individuals to be outed or tracked, abortion seekers to be surveilled, and even lawmakers to be monitored during policy negotiations. These scenarios illustrate just some of the serious privacy threats posed by this bill.

SB 690's supporters indicate that they are trying to limit and avoid litigation from a small number of lawyers. Unfortunately, this argument is a trojan horse used to usher in a sweeping reversal of Californians rights to privacy. SB 690 would allow Big Tech and data brokers to spy on Californians' emails, searches, locations, phone calls, and private conversations without their knowledge or affirmative consent. SB 690 is fundamentally contrary to California's longstanding tradition of protecting its residents' privacy—a right that is overwhelmingly popular with Americans of all parties and political persuasions.¹

SB 690 is extremely dangerous, given the surveillance and harassment of vulnerable communities taking place throughout the country, and should be rejected by this committee.

We urge a NO vote on this legislation.

Sincerely,

Sydney Fang, Policy Director, AAPIs for Civic Empowerment

Xochitl Lopez-Ayala, Policy Advocacy Coordinator, ACCESS REPRODUCTIVE JUSTICE

Symphoni Barbee, Legislative Advocate, ACLU California Action

Amira Hasenbush, Founding and Managing Partner, All Family Legal, PC

Edmund Velasco, President, American Federation of Musicians, Local 7

Lance Wilson, Policy & Communications, Director Anti Police-Terror Project

Lan Le, Policy Advocate, Asian Americans Advancing Justice Southern California (AJSOCAL)

Roma Kapoor, Director of Public Policy, ASUC Sexual Violence Commission

Lawrence Shine, Co-Chair, Bayard Rustin LGBTQ Coalition

¹ <https://www.pewresearch.org/internet/2023/10/18/how-americans-view-data-privacy/>

Elmer Lizardi, Legislative Advocate, California Federation of Labor Unions

John Bennett, Initiative Director, California Initiative for Technology and Democracy

Ted Mermin, Executive Director, California Low-Income Consumer Coalition

Christabel Randolph, Associate Director, Center for AI and Digital Policy (CAIDP)

Travis Hall, Director for State Engagement, Center for Democracy and Technology

Tristan Brown, Legislative Director, CFT—A Union of Educators & Classified Professionals, AFT, AFL-CIO

Jeannette Zanipatin, Director of Policy & Advocacy, Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA)

Saveena Takhar, General Counsel, Consumer Attorneys of California

Robert Herrell, Executive Director, Consumer Federation of California

Irene Kao, Executive Director, Courage California

Tina Rosales-Torres, Staff Attorney II, Disability Rights CA

Rindala Alajaji, Associate Director of State Affairs, Electronic Frontier Foundation (EFF)

Caitriona Fitzgerald, Deputy Director, Electronic Privacy Information Center (EPIC)

Cynthia Amezcua Zamudio, State Policy and Advocacy Manager, FreeFrom

Ellen Chapman, Member, Steering Committee, Indivisible Sacramento

Lynn Berkley-Baskin, Co-Founder, Justice2Jobs Coalition

Ifeoma Ozoma, Director of Technology Policy, Kapur Center Advocacy

Shayla Wilson, Policy and Advocacy Advisor, La Defensa

Roxana Tynan, Senior Advisor, LAANE (Los Angeles Alliance for a New Economy)

Carlos Gutierrez, Deputy Director, LGBT Tech

Leigh Ferrin, California Project Director, National Consumer Law Center

Arnold Sowell Jr., Executive Director, NextGen California

Karen Hernandez, Managing Director, Orange County Rapid Response Network (OCRRN)

Yadi Younse, Privacy Advocate, Privacy Defense Alliance

Emory Roane, Associate Director, Privacy Rights Clearinghouse

Jyotswaroop Bawa, Chief of Organizing and Campaigns, Rise Economy

David Heitstuman, Chief Executive Officer, Sacramento LGBT Community Center

Brian Hofer, Executive Director, Secure Justice

Victoria Copeland, Co-Founder, Survivors+Allies

Samantha Gordon, Chief Advocacy Officer, TechEquity Action

Marjorie Connolly, Communications Director, Tech Oversight California

Kevin De Liban, President, TechTonic Justice

Jenna Sherman, Campaign Director, UltraViolet

Valery Reyna, Advocacy Coordinator, Viet Rainbow of Orange County

Felix Huang, Policy and Research Coordinator, Warehouse Worker Resource Center

Neil Martin, Tech Justice Coordinator, Working Partnerships USA

Emily Zamora, Campaigns and Policy Coordinator, Youth Justice Coalition