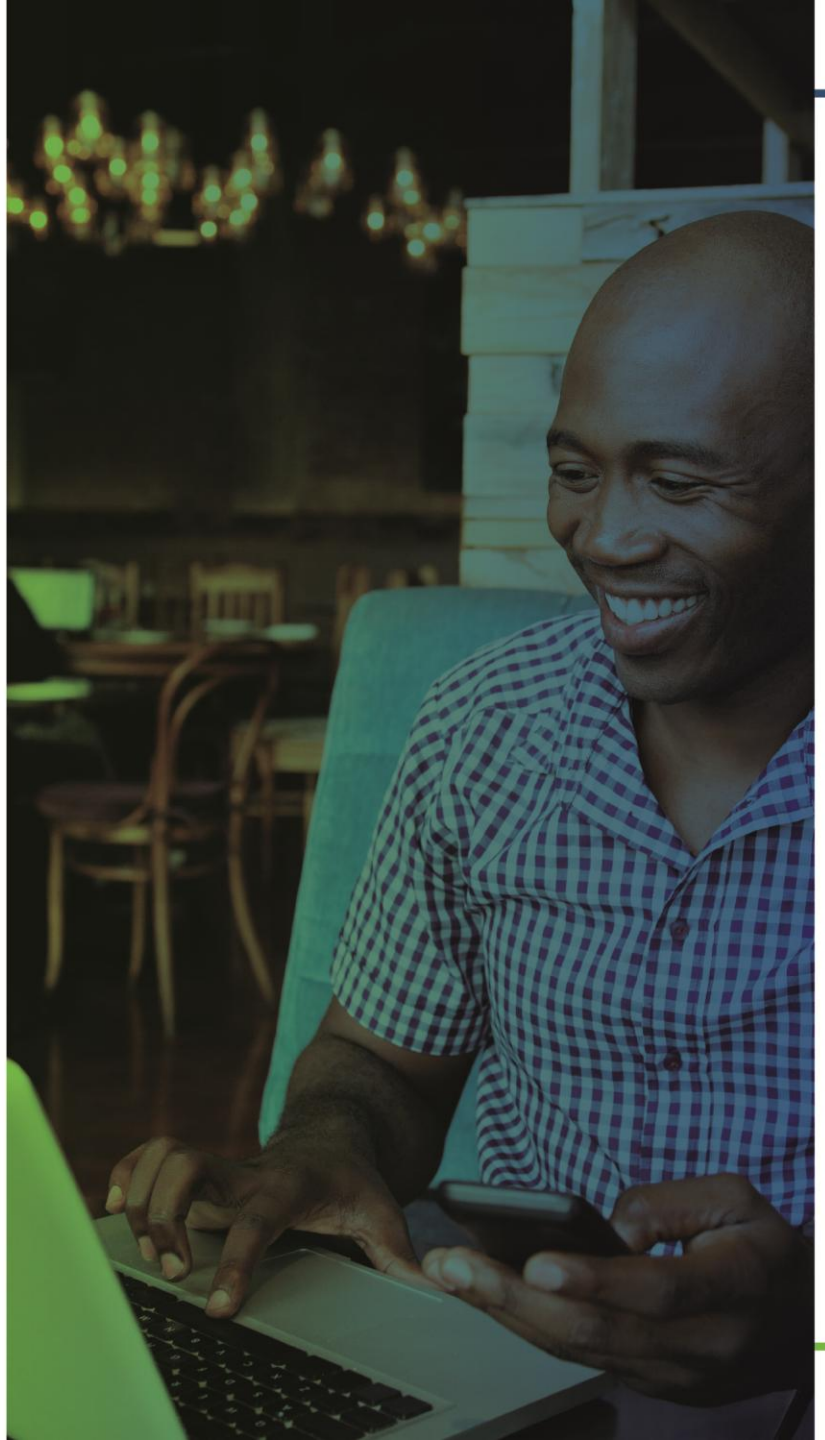


What CalPrivacy Wants to See in 2027

(A Conversation with Tom Kemp)

Thursday, 12 November
08:00–09:00 PST
11:00–12:00 EST
16:00–17:00 CET

Welcome & Introductions



Tom Kemp
Executive Director
California Privacy Protection Agency
(CalPrivacy)

privacy.ca.gov

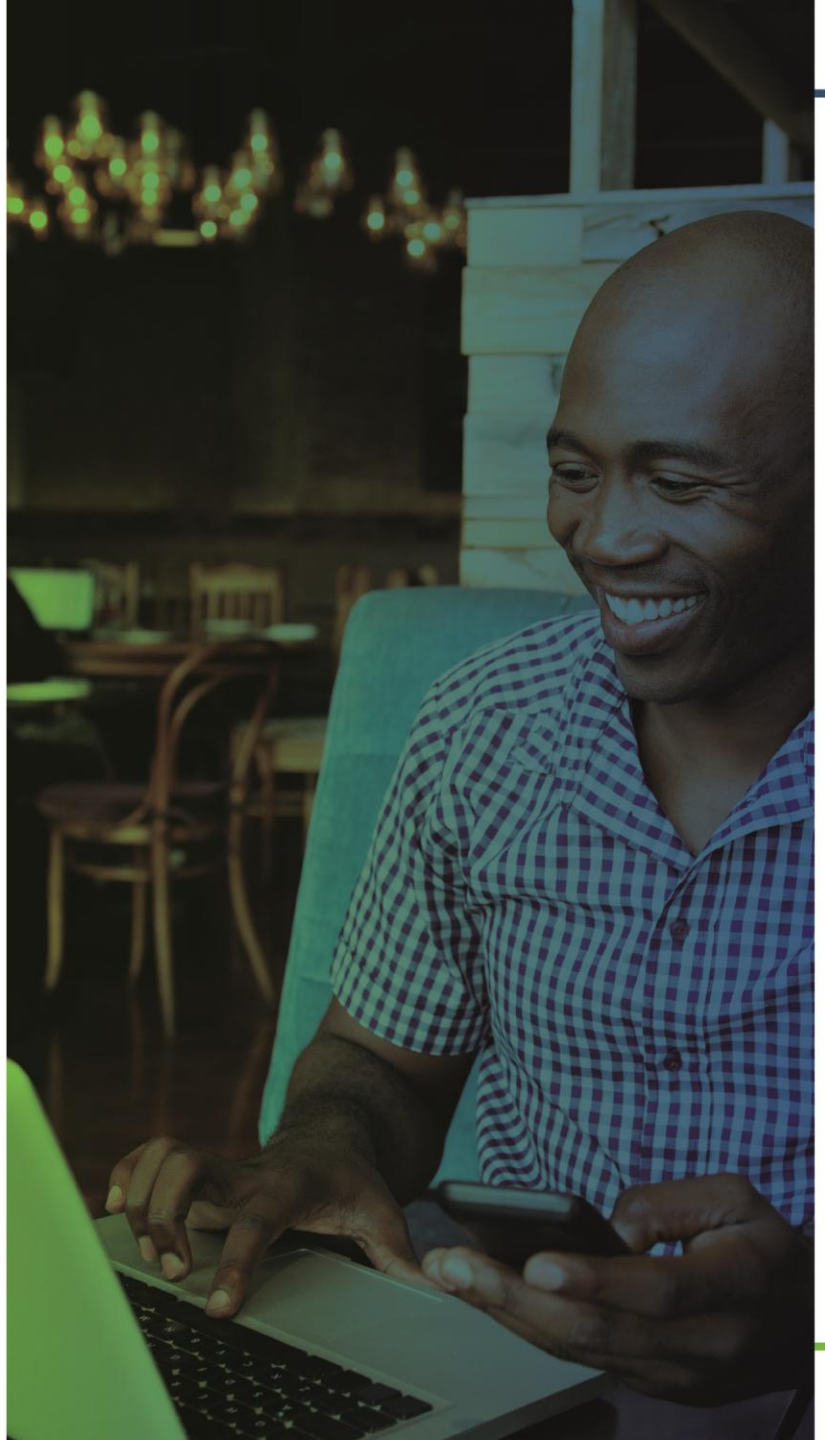


Alex Proctor
AIGP, CIPP/E, CIPP/US, CIPM, CIPT, FIP
Chief Trust & Privacy Officer
Captain Compliance

www.captaincompliance.com

Today's Conversation

1. **The Year Ahead**
   The Board's 2027 priorities, and the agency's focus on January 1.
2. **Small Businesses**
   Who the CCPA covers, and who is responsible for vendor settings.
3. **Automated Decisions**
   What counts as meaningful human review, and how to handle opt-outs.
4. **Opt-Out Signals & GPC**
   Browser support in January, and whether a visitor's location matters.
5. **Data Brokers & DROP**
   The first DROP numbers, and where data brokers should focus next.
6. **Risk Assessments & Audits**
   Who needs a risk assessment, and what the first filings will require.
7. **Consumer Requests**
   Deleting third-party data, and keeping opt-outs frictionless.
8. **Enforcement**
   What the cases so far tell us, and whether 2027 widens the focus.
9. **Looking Back & Ahead**
   Lessons from a regulator, and what privacy teams should start now.



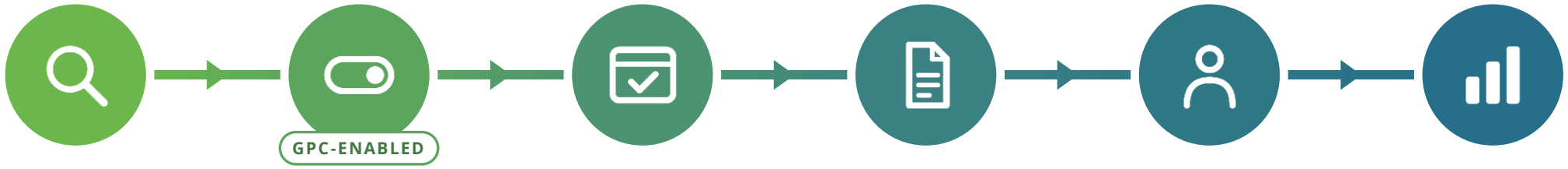
What CalPrivacy Wants to See in 2027

In Conversation:

Tom Kemp, CalPrivacy

Alex Proctor, Captain Compliance

What Captain Compliance Does



Web Tracker Scanner

Inventory the cookies, scripts, and connections on any website.

Cookie Consent Management

Use script gating to honor each visitor's choices and Global Privacy Control.

Privacy-Auditing Tools

Check whether a website honors the choices its visitors make.

Dynamic Privacy Notice

Customize a layered notice that adapts to each visitor's location.

Data Subject Rights (DSR) Portal

Automate how privacy requests are received, verified, and fulfilled.

Privacy Transparency Center

Publish your web trackers and request metrics on a page that updates itself.

DEFEND

ComplianceShield

This program was designed for demand-letter scenarios. Qualified customers receive legal risk mitigation and defense support in the event of web-tracking litigation.

Sneak Peek: Transparency Center

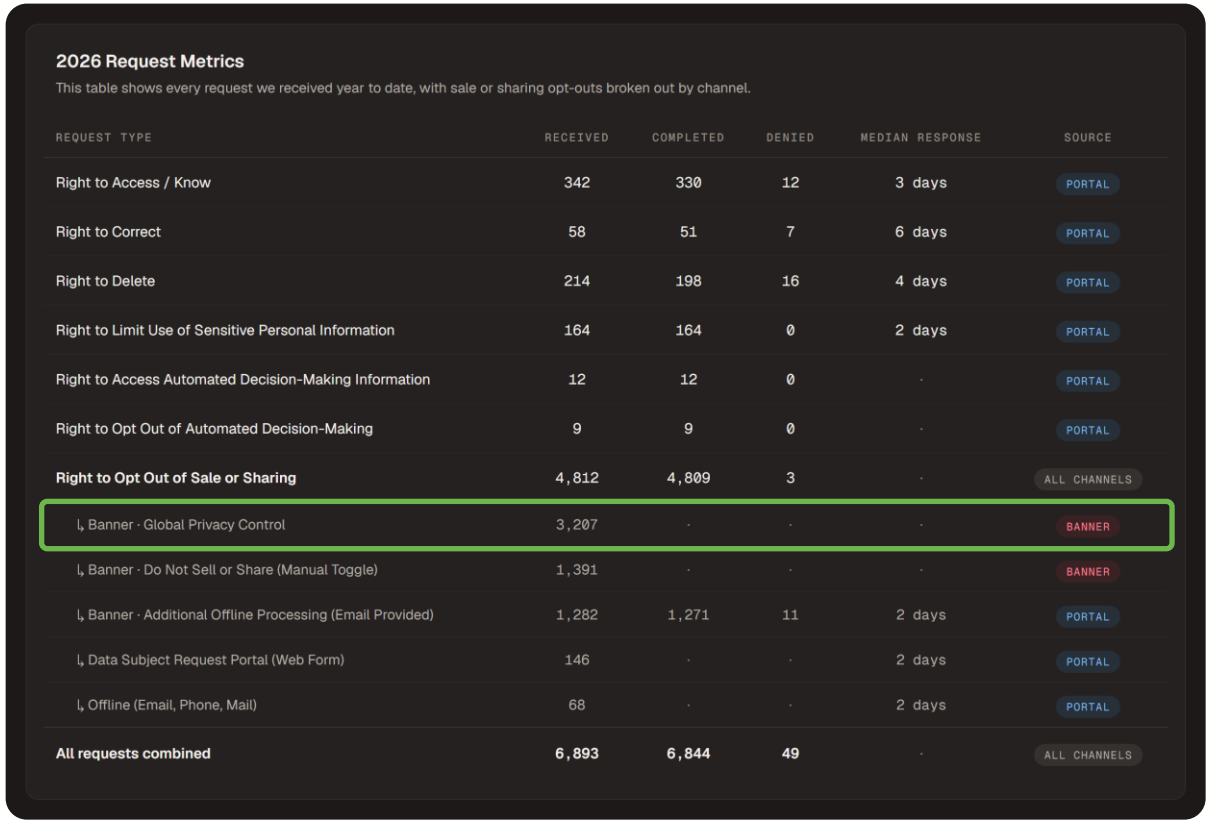
- We are updating our **Privacy Transparency Center** to expand beyond web tracker reporting and include request metrics and other relevant content.
- It integrates with our DSR Portal and consent banner, so opt-outs from **Global Privacy Control** are represented in the metrics.
- On November 6, the CalPrivacy Board voted to open formal rulemaking on proposed amendments that may require this reporting from many more businesses.
- Nothing is final yet, but the metrics cover a full calendar year. Web-tracking opt-outs that were never counted cannot be easily reported later, so we are adding the counters now.



Captain Compliance mockup with illustrative data

Sneak Peek: Request Metrics

- Every consumer right has its own row, showing requests received, completed, and denied, with the median response time.
- Sale or sharing opt-outs are broken out by channel. Global Privacy Control sits on its own line, so that web-tracker related "Sale or Sharing" processing can be included in broader totals.
- Today, only businesses handling the personal information of **10 million or more consumers** must publish these metrics. The proposal would add any business needing a risk assessment or cybersecurity audit, *seemingly* including any that sells or shares personal information.
- The rights tied to automated decision-making are already in the table, ahead of the rules that take effect in January.



2026 Request Metrics

This table shows every request we received year to date, with sale or sharing opt-outs broken out by channel.

REQUEST TYPE	RECEIVED	COMPLETED	DENIED	MEDIAN RESPONSE	SOURCE
Right to Access / Know	342	330	12	3 days	PORTAL
Right to Correct	58	51	7	6 days	PORTAL
Right to Delete	214	198	16	4 days	PORTAL
Right to Limit Use of Sensitive Personal Information	164	164	0	2 days	PORTAL
Right to Access Automated Decision-Making Information	12	12	0	·	PORTAL
Right to Opt Out of Automated Decision-Making	9	9	0	·	PORTAL
Right to Opt Out of Sale or Sharing	4,812	4,809	3	·	ALL CHANNELS
↳ Banner · Global Privacy Control	3,207	·	·	·	BANNER
↳ Banner · Do Not Sell or Share (Manual Toggle)	1,391	·	·	·	BANNER
↳ Banner · Additional Offline Processing (Email Provided)	1,282	1,271	11	2 days	PORTAL
↳ Data Subject Request Portal (Web Form)	146	·	·	2 days	PORTAL
↳ Offline (Email, Phone, Mail)	68	·	·	2 days	PORTAL
All requests combined	6,893	6,844	49	·	ALL CHANNELS

Captain Compliance mockup with illustrative data

Questions & Answers



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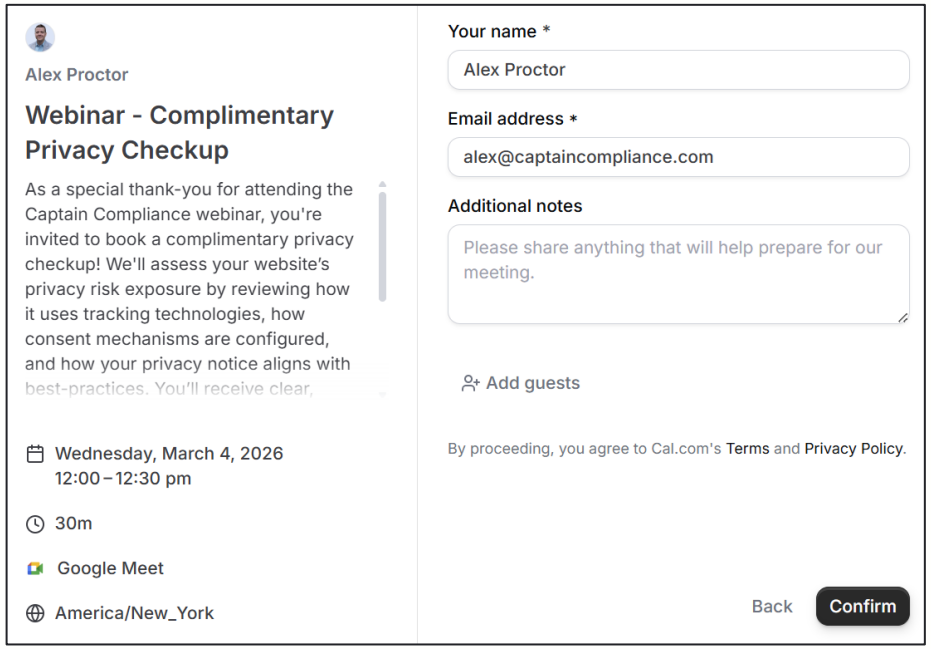
Complimentary Privacy Checkup!

- As a special thank-you for attending the IAPP web conference, you're invited to book a **complimentary privacy checkup**!
- We'll run the same tests serial plaintiffs run, reviewing your tracking technologies, consent configuration, and privacy notice alignment, before a demand letter forces the issue.
- You'll receive clear, actionable guidance on what's working and where improvements may be needed.
- This is a private session. Registration is available through this invite-only link, and spots are limited.

  Sign-up for the complimentary checkup:

  cal.com/alex-captaincompliance/checkup

Schedule Your Complimentary Checkup!



Attention IAPP Certified Privacy Professionals:

This IAPP web conference may be applied toward the continuing privacy education (CPE) requirements of your AIGP, CIPP/US, CIPP/E, CIPP/A, CIPP/C, CIPT or CIPM credential worth 1.0 credit hour. IAPP-certified professionals who are the named participant of the registration prior to the live webinar will automatically receive credit. After the broadcast date, individuals may submit for credit by completing the continuing education application form here: submit for CPE credits.

Continuing Legal Education Credits:

The IAPP provides certificates of attendance to web conference attendees. Certificates must be self-submitted to the appropriate jurisdiction for continuing education credits. Please consult your specific governing body's rules and regulations to confirm if a web conference is an eligible format for attaining credits. Each IAPP web conference offers either 60 or 90 minutes of programming.

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