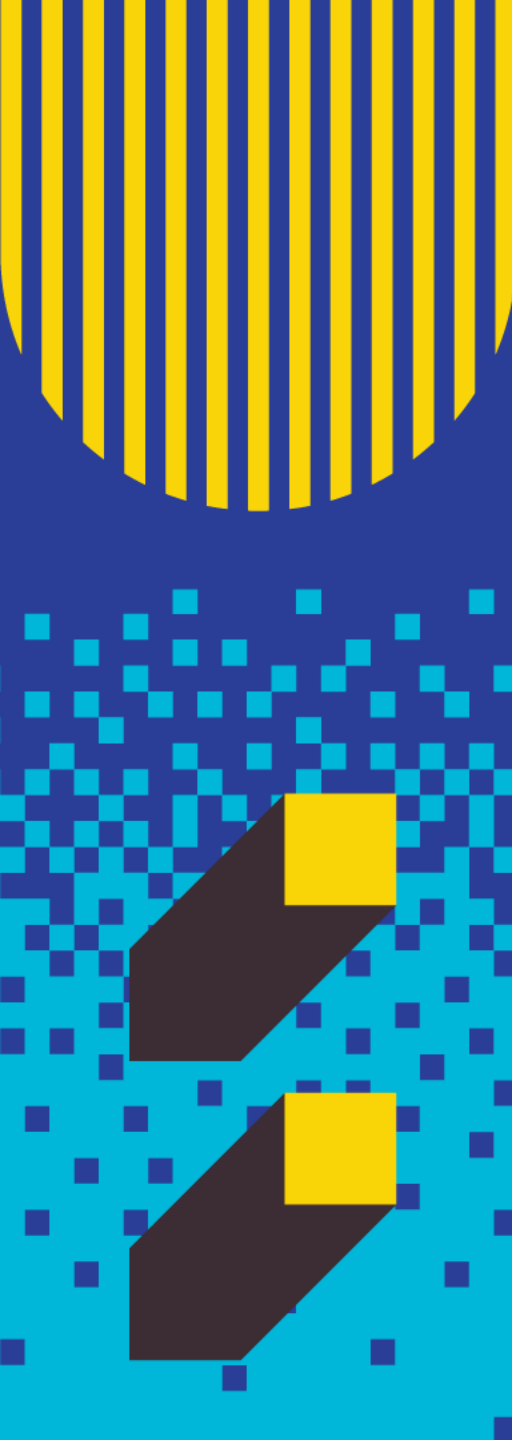




IAPP PRIVACY. SECURITY. RISK. + AI GOVERNANCE GLOBAL 2026

Training 6-7 October

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SEATTLE

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ADVANCING CONSUMER PRIVACY RIGHTS: CONTROL, TRANSPARENCY, & CHOICE

Friday, Oct. 9

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WELCOME AND INTRODUCTIONS



Maureen Mahoney, Deputy
Director of Policy &
Legislation, California Privacy
Protection Agency

Moderator



Celine Guillou, Special
Counsel, Kelly Drye & Warren
Panelist



Joseph Jerome, Senior Public
Policy Manager, DuckDuckGo
Panelist



Matt Schwartz, Senior Policy
Analyst, Consumer Reports
Panelist



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AGENDA OUTLINE

- I. Welcome and Introductions
- II. Background opt-out preference signals (OOPS)
- III. Discussion
 - i. What is an opt-out and why are OOPS important for building consumer trust?
 - ii. Operational Readiness and Accountability
 - CA Opt Me Out Act – new obligations for businesses
 - Considerations for businesses receiving OOPS
 - iii. What's next?
- IV. Questions



BACKGROUND

Opt-out Preference Signals



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Universal Opt-Out Signals in California

California Consumer Privacy Act (CCPA)

- Consumer right to opt out of the sale and sharing of personal information
- Requires businesses to honor opt-out preference signals



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Global Privacy Control

- An open-source technical specification that can be integrated into web browsers
- Uses binary options to enable browser level opt-outs
- Sends an HTTP header to websites and sets a JavaScript object in the Document Object Model indicating the user's preference to opt-out of information sharing



Enforcement

- First enforcement action by California AG in 2022
- CalPrivacy enforcement actions
- California, Colorado, Connecticut joint enforcement sweep of compliance with Global Privacy Control



CA Opt Me Out Act

- Amendment to the CCPA
- Enacted in 2025, operative as of January 1, 2027
- Requires browsers to offer OOPS



DISCUSSION



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QUESTIONS

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RESOURCE LIST

- Global Privacy Control, <https://globalprivacycontrol.org/>
- California Consumer Privacy Act, CA Civ Code Sec 1798.100 et seq.
- Colorado Universal Opt-Out Mechanism Regulations, 4 CCR 904-3-5.07
- Colorado Attorney General List of Universal Opt-Out Mechanisms, <https://coag.gov/opt-out/>



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