



March 25, 2025

Chair Thomas Umberg  
Senate Judiciary Committee  
1021 O Street, Room 3240  
Sacramento, CA 95814

Re: SB 361 (Becker) – *SUPPORT* as amended 3/24/2025

Dear Chair Umberg,

Privacy Rights Clearinghouse and Consumer Reports write in support of SB 361 (Becker), which will expand California’s data broker registration requirements. Specifically, the bill will require disclosure of additional personal information categories collected by data brokers, providing transparency measures that will protect vulnerable communities.

Data brokers collect and sell personal information about consumers without maintaining direct relationships with them. They have been found to sell information to third-parties — including scammers, stalkers, insurance companies, and even law enforcement — in ways that can directly harm consumers. . This personal information can be used to enable surveillance and empower fraudsters targeting vulnerable populations, including the financially unstable, elderly, and individuals from otherwise marginalized populations.

While California law requires data brokers provide some disclosures, such as whether they collect personal information about minors or reproductive healthcare, they are not required to disclose the full scope of sensitive information being collected and sold. This creates both a transparency gap and urgent consumer protection concerns for vulnerable populations.

SB 361 will correct this gap by requiring data brokers to disclose whether they collect information such as account log-in credentials, government identification numbers, citizenship and immigration status, sexual orientation, union membership, and biometric data. This will help Californians understand who has this information so they can make informed decisions about whether to request deletion of their information from all registered data brokers using the mechanism created by last session’s Delete Act.

In this way, SB 361 brings important transparency protections that will empower Californians, and especially vulnerable Californians, to be able to identify and address risks to their personal information. We support SB 361 and encourage you to recommend an “aye” vote.

Sincerely,

Matt Schwartz  
Policy Analyst  
Consumer Reports

Emory Roane  
Associate Director of Policy  
Privacy Rights Clearinghouse