

NEW POLL SHOWS

CA VOTERS SUPPORT PRIVACY FOR ALL (AB 1760)



94% of likely CA voters support new laws that require tech companies to:



Get permission **before** they share personal information





Give Californians the right to know what personal information has been collected & with whom it has been shared





BY REGION:

95% Central Valley/Sacramento
96% Bay Area
92% Southern California

BY PARTY:

96% 
89% 
93% Independent & No Party Pref

BY AGE:

96%  Millennials & Younger (18-38)
92%  Generation X (39-54)
93%  Boomers (55-73)
93%  Silent Gen (74+)

POLL HIGHLIGHTS:



94% Make sure you can **take a company to court** if they violate your privacy rights.



86% Stop companies from discriminating against you, like **charging you a higher price or giving you a worse product**, if you use your privacy rights.



90% Even if you don't pay money for products like **Google, Facebook or Twitter**, you still have a right to privacy and your personal information can only be shared with permission.

Source: David Binder Research 2019

AB 1760 will give consumers control, hold tech companies accountable, & make privacy for all a reality in California.

ACLU
California