

The Attorney General of California has prepared the following title and summary of the chief purpose and points of the proposed measure:

ONLINE PRIVACY. INITIATIVE STATUTE. Requires certain providers of Internet services or mobile applications to comply with a user's instructions not to track user's personal information, including contact information, government issued identification, financial information, online history, method of access, or location. Prohibits all providers from selling, sharing, or transferring user's personal information after receiving instructions not to track. Prohibits providers serving public entities or private educational entities from using personal information for any purpose other than providing the service. Prohibits requiring user's consent to track personal information as a condition of access to online service. Provides for fines and civil claims. Summary of estimate by Legislative Analyst and Director of Finance of fiscal impact on state and local government: **Increased costs potentially reaching millions of dollars in some years to state and local governments primarily from additional or more costly civil actions and increased court workload. Increased penalty revenue potentially reaching tens of millions of dollars in some years to state and local governments resulting from new civil penalties authorized by the measure.** (14-0006.)