



GPA Global Privacy and Data Protection Awards 2025

Entry Form

To submit an entry to the GPA Global Privacy and Data Protection Awards, please complete and email this form to secretariat@globalprivacyassembly.org **no later than 16 June 2025**.

Note: GPA member authorities can submit as many entries as they wish, but a separate form should be used for each different entry, submitted by the deadline above.

Languages: The GPA documentation Rule 6.2¹ applies.

1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection Authority:	California Privacy Protection Agency	
Person completing this form:	Michael	Macko
	<i>First name</i>	<i>Last name</i>
Job title:	Head of Enforcement	
Email address:	Michael.Macko@coppa.ca.gov	

2. ELIGIBILITY

By submitting this entry, I confirm that (*please tick all boxes to confirm*):

- ☒ The Authority is a member of the Global Privacy Assembly
- ☒ The initiative described in this entry was undertaken before 16 June 2025.
- ☒ I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the GPA Secretariat.

3. CATEGORIES

Please indicate which category you wish to enter.

*Please tick **one**; please use a separate form for each category you wish to enter:*

- ☐ Education and Public Awareness
- ☐ Accountability
- ☒ Dispute Resolution and Enforcement
- ☐ Innovation
- ☐ People's Choice

¹ [GPA Rules and Procedures](#), Rule 6.2 'Assembly documents':

Without prejudice to section 4.2, Assembly documents, including accreditation and observer applications may be submitted in English or in another language. In the latter case, the documents shall be accompanied by an English version. Members with the ability and the resources to do so are encouraged to translate proposed resolutions and other Assembly documents such as the Assembly Rules and Procedures.

4. DESCRIPTION OF THE INITIATIVE

a. Please provide a brief summary of the initiative (no more than 75 words)

The CPPA launched a successful investigative sweep to crack down on data brokers who failed to register with the CPPA. California law requires data brokers to register with the CPPA or face a penalty. Registration brings transparency to the data broker industry and makes it easier for consumers to exercise their privacy rights. Since announcing the sweep, the CPPA announced more than a half dozen enforcement actions against unregistered data brokers.

b. Please provide a full description of the initiative (no more than 350 words)

The CPPA's investigative sweep of data broker registration doubled down on the agency's efforts to hold data brokers accountable for privacy violations.

California law requires data brokers to register with the CPPA and pay a fee annually. Registration is important because it brings transparency to the data broker industry. In addition, because California is an opt-out jurisdiction, the registry identifies data brokers and gives consumers a way to assert their privacy rights.

Registration is even more important because starting in 2026, the CPPA will be launching an online portal where consumers can submit a single request to delete their non-exempt personal information held by all data brokers. This one-stop system means that consumers will not have to contact each data broker individually to assert their deletion rights.

In October 2024, the CPPA's Enforcement Division announced an [investigative sweep](#) of data broker compliance with the registration requirement. The CPPA promptly brought more than a half dozen enforcement actions against data brokers, including the following:

- Securing a settlement agreement requiring data broker [Background Alert](#) — which promoted its ability to dig up “scary” amounts of information about people — to shut down or pay a steep fine.
- Bringing an enforcement action against [National Public Data, Inc.](#), a Florida-based data broker responsible for a data breach that exposed the personal information of millions of people.
- Securing settlements requiring data brokers [Key Marketing Advantage LLC](#), [Infillion](#), [The Data Group LLC](#), [Growbots, Inc.](#), and [UpLead LLC](#) to pay fines and abide by injunctive terms after failing to register with the CPPA.

- c. **Please explain why you think the initiative deserves to be recognised by an award** *(no more than 200 words)*

Data brokers present unique threats to privacy. By design, data brokers traffic in consumers' personal information—including highly personal information that reveals sensitive details about our lives and identities. California is preparing to launch a new system in 2026, called the Delete Request Opt Out Platform ("DROP"), that will allow consumers to ask all registered data brokers to delete their personal information. Deletion is one of the most important rights available under California's cutting edge privacy law.

The DROP system depends on having a full and complete registry of data brokers. The CPPA's investigative sweep against data brokers represents a significant effort to ensure that data brokers are properly registered, thus allowing more consumers to use the DROP system starting next year. The CPPA's subsequent enforcement actions against more than a half dozen data brokers shows that the agency is prepared to hold them accountable.

These enforcement actions matter because data brokers will soon face higher penalties. Starting in 2026, data brokers will be subject to a \$200 fine for each deletion request for each day the data broker fails to delete the information. The penalty amount will add up quickly for those that fail to comply with the requests to delete.

- d. **Please include a photograph or image, if you wish** *(This will be published with your entry on the GPA website. The image can be pasted into the box below, be sent as an attachment or a link may be provided)*

CALIFORNIA PRIVACY PROTECTION AGENCY

Enforcement Actions to Protect Californians

CPPA Enforcement cracked down on privacy violations, with more than half a dozen enforcement actions against unregistered data brokers.

In 2026, data broker compliance will be even more critical. The CPPA will launch the Data Broker DROP to ask all registered data brokers to delete consumers' personal information upon request, and data brokers will soon face higher penalties for noncompliance.

An illustration featuring a magnifying glass over a grid of data cards, with server racks and a padlock icon in the background, symbolizing data security and enforcement.

- e. Please provide the most relevant link on the authority's website to the initiative, if applicable (*The website content does not need to be in English*)

<https://cppa.ca.gov/announcements/2024/20241030.html>

- f. Please provide any other relevant links that help explain the initiative or its impact or success (*e.g. links to news reports or articles*):

<https://iapp.org/news/a/cppa-to-conduct-data-broker-registry-sweep>