



Connected Commerce Council (3C)
1701 Rhode Island Avenue NW
Washington, DC 20036

April 22, 2025

TO: Members, Assembly Appropriations Committee

**SUBJECT: AB 566 (LOWENTHAL) CALIFORNIA CONSUMER PRIVACY ACT OF 2018: OPT-OUT
PREFERENCE SIGNAL
OPPOSE**

Members of the California Legislature:

We, the undersigned California businesses, urge you to oppose AB 566, which requires a one-step data-sharing opt-out for Californians. Using new and untested technology to limit the data that powers effective digital advertising won't help consumers, but it will badly hurt our businesses and California's economy.

Data-powered digital ads give us a focused and affordable way to tell likely customers about our products and services, letting us compete with bigger companies and generate sales without spending a lot of money. If we lose the ability for data to power our ads, we will have a much harder time reaching the customers most likely interested in what we have to offer.

We respect our customers' privacy and support sensible data-security regulations, including opt-outs from selling or sharing data for behavioral advertising. But AB 566 would hurt California businesses, confuse consumers, and not help the residents and communities we serve. For these reasons, we urge you to oppose AB 566.

Sincerely,

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Barry Grafe CEO Rocklin Glass & Mirror Inc. Rocklin, CA	Mike Evans Owner Evans Family Barrels Winnetka, CA	Jeremiah Benzion CEO Brotheration Records Newhall, CA	Hai-En Peng, DPM CEO Align Foot and Ankle Center Inc. Camarillo, CA
Joseph K. Emmet, IV Founder Empire Marketing Group San Marcos, CA	Jeff Doshier President Aqua Lab Technologies, Inc. Corona, CA	David Danielyan Owner Dr. J's Cleaners Sherman Oaks, CA	Ricardo Cortez Owner Fremont Janitorial LLC Fremont, CA
Adrian Davis President Five Star Transportation Services San Diego, CA	Frankie Estrella Founder/Director Atlas Investigations San Jose, CA	Paul Rickie Yerton Founder, Owner-Operator Rick's Auto Solutions Barstow, CA	Alberto Duran Owner Duran's Lock & Key Coachella, CA
Chris Camara CEO Camara Insurance Agency Rocklin, CA	Craig Helsley Owner Stay Active Fitness Club Valencia, CA	Michael Bernier Owner Bernier Design Group Los Angeles, CA	Rachele Santoro Owner Sonoma Valley Estate Sales Graton, CA

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Scott Lockwood Owner Lockwood PhotoWorks Vallejo, CA	Bonni Kelley Owner Pono Wellness Spa Montara, CA	Deidrie Taylor Owner-Operator Innovations 2000 Hair Salon Chula Vista, CA	Moana Dixon Owner, CEO The Hunted Fox, LLC Los Angeles, CA
Farshid Frank Esfandiari Founder Village Family Dentistry Ventura, CA	Iain Smillie Founder The Haus Of Legends Los Angeles, CA	Angela Kilkenny Owner Create Mix & Mingle San Mateo, CA	Nathan Travers Owner Nathan The Notary Valley Village, CA
Lynn Mccomas CEO/Founder PreceptorLink Encinitas, CA	Annette Malecki Owner C B Home Loans Bellflower, CA	Dan Schultz Owner Dan Schultz Fine Art Ojai, CA	Shuang Lei CEO/Founder/Owner Ascend Psychiatry Los Angeles, CA
Carlos Catalan Owner C-Cat Computers Palmdale, CA	Steve Lee CEO Aura Health San Francisco, CA	Andrew Davis Owner Tech Comm Talent Napa, CA	Elisabeth Box Owner/Founder Jonah's House Nipomo, CA
Stanley Lieberman Owner Stan's Web Design Del Mar, CA	Sean Mejia Owner Sean Arthur Salon Long Beach, CA	Charles Huckins Owner Something Greater, LLC Auburn, CA	Jose Nunez CEO Loroko Pupuseria Bellflower, CA
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Crystal Valenzuela Owner Get Lashed, Babe San Bernardino, CA	John Joseph Kennedy CEO QB-LA Los Angeles, CA	Meshelle Milliman Owner Hair by Meshelle Walnut Creek, CA	Glen Thompson CEO RNF ENT LLC Richmond, CA
Rick Chandler President Bragg Home Services Santa Rosa, CA	Shireen Haghshenas CEO Art of Vision Optometry Saratoga, CA	Andrew Klotz Owner ZXQ Enterprises, LLC Escondido, CA	Paul Christoforo CEO PMC Industries Inc. Carlsbad, CA
Michael Bonfils CEO International Media Management Corp Irvine, CA	Nalan Narine Owner A New You Aesthetics Temecula, CA	Jaimi Taylor Owner, CEO Core Wellness Living and Family Therapy Inc. Palo Alto, CA	Ying Gong Co-Founder TickTalk Tech LLC Brea, CA
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Rick Beal CEO Manic Motors Tracy, CA	Melissa Marote CEO Your Highest Self Inc. Woodland Hills, CA	Leanora Delgado Owner Noa's Ark Daycare Lynwood, CA	Andrew Darby CEO Darby Integrative Counseling, LLC West Hollywood, CA
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