

August 25, 2025

TO: Members, Senate Appropriations Committee

**SUBJECT: AB 446 (WARD) SURVEILLANCE PRICING
PREFERENCE SIGNAL
OPPOSE**

Dear California Lawmakers,

We, the undersigned California small business owners, write to express serious concerns about AB 446 — a bill that could make it harder for us to offer customer deals and promotions that help our businesses thrive.

For small businesses, customer relationships are everything. We rely on basic data to offer promotions that help us better serve our customers — whether it's a discount for patrons who've purchased our products before, a special offer on items abandoned in a customer's online shopping cart, or a coupon to people who are likely to buy our products. These commonplace marketing practices help us grow and provide the outstanding customer service our patrons expect.

We strongly support consumer privacy protections and oppose price discrimination — but AB 446 misses the mark. Though well-intentioned, the bill's burdensome compliance requirements make it much harder for small businesses to offer discounts, connect with customers, and offer fair, competitive pricing.

We urge you to reject AB 446 in its current form. California small businesses deserve legislation that will help us use today's technologies to grow, compete, and serve our communities.

Sincerely,

Jenny Yates
Owner
[Jenny's Laundry Spa](#)
Calimesa, CA



Karen Chao
Owner & Doctor
[San Gabriel Family Optometry](#)
San Gabriel, CA



Colin Frost
Founder/President/CEO
[Amador County Historic Railroad Foundation](#)
Ione, CA



Dennis Chernyukhin
Founder & Lead Instructor
[Five Lanes, LLC](#)
Lincoln, CA



Sean OToole
Founder
[PropertyRadar](#)
Truckee, CA



Teddi Penewell
CEO
[M.R.S. OSHA Safety](#)
Lake Elsinore



Callie Austin
Founder & Owner
[Callie E. Austin](#)
Wilmington, CA



Carol Elms
CEO
[ALEON](#)
Davis, CA
ALEON

Kala Maxym
Owner
[The Chocolate Dispensary](#)
Los Angeles, CA



Linda Wehri
Founder
[Pastimes for a Lifetime, Inc.](#)
Valley Village, CA
 **Pastimes**
for a **Lifetime, Inc.**
Art & Piano School

Jerick Sobie
Owner
[Lucky Feet Shoes](#)
Riverside, CA


Ghislain Viau
Owner
[Creative Publishing Book Design](#)
Sunland, CA



Bridgette Tucker
Co-Owner
[Bobcat Bicycles](#)
Salinas, CA



Christine St. Clair
Owner
[The Drapery Lady](#)
San Jose, CA



Roy Laplante
CEO
[Nostalgics Inc.](#)
Santa Maria, CA



Alfred Mai
Founder
[ASM Games](#)
San Francisco, CA



Cliff Macdonald
Founder & Managing Partner
[Oxford Advisors LLC](#)
San Ramon, CA



Boris Chung
Founder
[A Better Treat](#)
Brea, CA


Nayan Padrai
President
[TVN Enterprises Inc.](#)
Canoga Park, CA



Lance Snead
Owner
[Sir Lantz-Magician and Master Balloon Artist](#)
Marysville, CA

Brad Rich
President
[Rich Hardwood Floors](#)
Geyerville, CA

Amy Gibbs
Owner
[Amy's Horse'in Around](#)
Red Bluff, CA

Maria Morales-Franco
Owner
[The Black Cat Esoteric](#)
Jamul, CA

Mike True
Owner
[True Roofing](#)
Pollock Pines, CA

Lori Lister
Owner & CEO
[Birds-N-Paradise](#)
Menifee, CA

Jose Herrera
Owner & Doctor
[Herrera Chiropractic](#)
San Bernardino, CA

Adil Mehta
President
[Truespeed Aero Governors Inc.](#)
Van Nuys, CA