

# Who is **EFF**?

**The Electronic Frontier Foundation** is the leading nonprofit organization defending civil liberties in the digital world. Founded in 1990, EFF champions user privacy, free expression, and innovation through impact litigation, policy analysis, grassroots activism, and technology development. EFF's mission is to ensure that technology supports freedom, justice, and innovation for all people of the world.

- EFF uses the unique expertise of leading **technologists, activists, and attorneys** in our efforts to defend free speech online, fight illegal surveillance, advocate for users and innovators, and support freedom-enhancing technologies.
- EFF advises policymakers and educates the press and the public through comprehensive analysis, educational guides, activist workshops, and more.
- EFF empowers hundreds of thousands of individuals through our Action Center and has become a leading voice in online rights debates.
- EFF is a donor-funded U.S. 501(c)(3) nonprofit organization that depends on member support.

## Our Victories

Since its founding in 1990, EFF has consistently taken critical cases, challenged tough opponents, and achieved landmark victories. EFF has also passed key legislation protecting consumer privacy in California, beaten bills in Congress, and pressured companies to respect our rights. Key victories in California include:

- **CalECPA**—The California Electronic Communications Privacy Act (CalECPA) was enacted in 2015 and requires state law enforcement to get a warrant before they can access electronic information about who we are, where we go, who we know, and what we do. CalECPA was sponsored by EFF, ACLU NorCal, and the California Newspaper Publishers Association, and supported by a wide variety of rights groups and technology companies.
- **Right to Repair**—EFF has long pushed to ensure that people have the freedom to tinker. EFF worked to pass S.B. 244 in 2023, one of the strongest right-to-repair laws in the country, which makes it easier for individuals and independent repair shops to access materials and parts needed for maintenance on electronics and appliances.
- **CCPA protection**—The California Consumer Privacy Act (CCPA) was signed into law in 2018 and went into effect in 2020. Throughout 2019, EFF and our privacy coalition allies beat numerous attempts by big business to undermine this important law before it went into effect.
- **Genetic Privacy**—EFF collaborated with other civil liberties groups in California to pass legislation improving genetic data privacy in 2021 (S.B. 41). The laws add privacy requirements for direct-to-consumer genetic testing companies (giving consumers more information about how companies such as 23 and Me use and share data) and expand the definition of personal information in state data security and data breach notification laws to include genetic data.
- **Reproductive and Trans Health Data Privacy**—During the 2022 California legislative session, EFF supported A.B. 1242 A.B. 2091, and S.B. 107—three efforts that are now law providing strong protections of reproductive and transgender health data privacy in California.
- **Access to Broadband**—EFF helped secure a historic \$6 billion investment for broadband infrastructure for the state in 2021 (SB 156). EFF has vocally supported efforts to expand and improve broadband infrastructure to bring access to 21st-century broadband technology to every community.



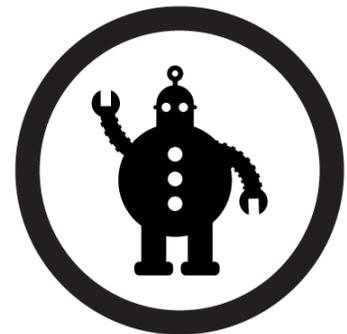
# In the Courts

- SB 34 (2015) requires basic safeguards for the use of **automated license plate readers (ALPR)**. These include a prohibition on California agencies from sharing data with non-California agencies. They also include the publication of a usage policy that is consistent with civil liberties and privacy. EFF and the California ACLU affiliates sued the Marin County Sheriff in 2021, because his agency was violating SB 34 by sending its ALPR data to federal agencies including ICE and CBP. The case was favorably settled. Under the settlement, The Marin County Sheriff agreed to stop sharing license plate and location information with agencies outside of California to comply with state law.
- In 2022, California enacted AB 2273—its **Age-Appropriate Design Code Act (AADDC)**. EFF opposed the bill in the legislature on First Amendment grounds. A federal district court blocked the law in 2023, ruling that it likely violates the First Amendment. EFF filed a brief in support of the district court’s ruling, which rejected rules requiring online businesses to opine on whether the content they host is “harmful” to children, and then to mitigate such harms.



# California 2025 Priorities

- EFF is concerned that the privacy rights guaranteed to individuals through California's **Information Practices Act of 1977 (IPA)** do not protect them from the ways local agencies collect, share, and process data. The absence of robust privacy protections at the local government level is an ongoing issue that must be addressed.
- Unregulated data brokers buy and sell **personal location data** from apps on our cellphones, revealing where we live, work, worship, play, and more. To protect our privacy, safety, access to abortion and other essential health care, California must ban this practice.
- We will continue to defend **CCPA and The California Delete Act**. We will also work hard in 2025 to persuade the California Legislature to strengthen CCPA, advocating for better enforcement and new limits on how businesses collect and use personal information.



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