



\*\*\* FLOOR ALERT \*\*\*

# NO ON SB 690 (CABALLERO)

## A Massive Expansion of Big Tech’s Surveillance & Spying Powers on Consumers Without Their Knowledge

- SB 690 rolls back consumer privacy rights by letting big corporations record, surveil and spy on you, sweeping away long-standing privacy laws.
- Legalizes invasive tracking, recording, and interception of communications using the vague term “commercial business purposes,” which could be anything.
- Lets companies off the hook for privacy violations and forever shields Big Tech and big companies from full accountability.<sup>1</sup>
- Strips away legal protections for consumers, employees, and at-risk groups, making them more vulnerable at the most precarious moment in modern history.
- SB 690 puts vulnerable populations—women,<sup>2</sup> children, immigrants,<sup>3</sup> and LGBTQ+ individuals<sup>4</sup>—at even greater risk of surveillance and harm.
- At a time of massively increased surveillance, this is the wrong bill at the worst time.

**PROTECT CALIFORNIANS, NOT BIG TECH - NO ON SB 690**

<sup>1</sup> Cora Lewis (2024), [“Oracle settles suit over tracking your data.” AP News.](#)

<sup>2</sup> Kierra B. Jones (2025), [“Stopping the abuse of tech in surveilling and criminalizing abortion.” Center for American Progress.](#)

<sup>3</sup> Trevor Hughes (2025), [“Big Tech takes on immigration with new migrant tracking software for ICE.” USA Today.](#)

<sup>4</sup> Greg Own (2025), [“Homeland Security can now spy on LGBTQ+ people & groups are threats to U.S. safety.” LGBTQ Nation.](#)