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CALIFORNIA



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ACLU
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ACTION

April 23, 2025

Chair Ash Kalra
Vice Chair Diane B. Dixon
Committee on Judiciary
California Assembly
Legislative Office Building
1020 N Street, Room 104
Sacramento, CA 95814

RE: AB 1355 (Ward) – The California Location Privacy Act of 2025 – SUPPORT

Dear Chair Kalra and Vice Chair Dixon,

The undersigned organizations write today in strong support of AB 1355, The California Location Privacy Act of 2025, which places reasonable restrictions on the unnecessary collection, use and sale of location information. Location data is among our most sensitive information. When collected across time, this information can reveal every aspect of a person's life, such as medical conditions, sexual orientation, political activities, and religious beliefs. This type of data has been used by scammers to facilitate financial fraud, retailers to generate differential pricing, and can be aggregated and shared with a number of other bad actors.

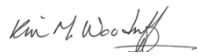
Additionally, it is imperative we protect the privacy rights of our communities, especially with increased attacks targeting our immigrant, Black, and Brown community members, and individuals seeking health services, such as reproductive health and gender-affirming care. California must take bold action to ensure consumers are protected and their location information is secure. The California Location Privacy Act answers this call.

Californians are in a state of constant surveillance, and our location is constantly being tracked and shared for uses not disclosed at the time of its collection. And while California is a leader in consumer privacy protection, many of our laws revolve around an opt-in/out model. Unfortunately, such consent processes typically do not explain to the consumer who will receive their location information or how it will be used. Additionally, consumers often have no choice but to consent to the broad collection, use, and even sale of their location information in order to receive services required for day-to-day activities.

The California Location Privacy Act will address these issues, safeguard the privacy of Californians by ensuring location information is secure by default and not sold to the highest bidder. AB 1355 will ban the sale of location data of anyone in California. AB 1355 will also ban entities from collecting, using, or storing location information of an individual unless doing so is necessary to provide goods or services requested by that individual.

The unnecessary collecting and sharing of location information undermines our basic expectation of privacy, puts consumers at risk for fraud, scams, and unfair pricing, and puts our most vulnerable populations at risk of stigma, discrimination, and violence. AB 1355 will ensure Californians have strong, sensible protections for their location information. For the above reasons, we support AB 1355.

Sincerely,



Kim Woodruff
Board Secretary
PFLAG Sacramento



Sacha Haworth
Executive Director
Tech Oversight California



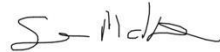
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Deputy Director
Electronic Privacy Information Center (EPIC)



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