

Data Privacy + Cybersecurity Insider

Leveraging Knowledge to Manage Your Data Risks

DATA PRIVACY

[California Privacy Protection Agency Amends Proposed CPRA Regulations](#)

Last week, the California Privacy Protection Agency (CPPA) released updated California Privacy Rights Act (CPRA) draft regulations and a summary of the changes. The regulations remain in the proposal stage and it is unclear when to expect finalized rules, although it is likely that this version will include near final requirements and prohibitions.

While most of the changes from the previous incarnation are technical, the modified proposal also softens one of the more revolutionary requirements: universal opt-out signals. Previously, the regulations required all CPRA-subject businesses to treat browser-based opt-out settings as the consumer's signaled consent. They also required companies to add a dynamic icon to their website to indicate whether they had responded to the signal. Under the modified rules, businesses will only need to respond to browser opt-out signals if they sell or share personal information and have the option to display the status icon, but no longer are required to. Instead, companies can offer consumers choices about the cookies and other tracking technology used on their website, which offers greater transparency for the consumer. [Read more](#)

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