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California Privacy Protection Agency

2024-2027

# STRATEGIC PLAN

## VISION

Privacy Protection for All Californians.

## MISSION STATEMENT

Protect consumers' privacy, ensure that businesses and consumers are well-informed about their rights and obligations, and vigorously enforce the law against businesses that violate consumers' privacy rights.

## VALUES

Our core values reflect how we show up for each other and our stakeholders. They guide our daily behaviors and our decision making and enable us to deliver on our shared mission.

### Excellence

We set a high bar for ourselves; we bring exceptional quality and integrity to all we do. We cultivate a culture of belonging and invite staff to maximize their potential.

### Communication

We foster an environment of honesty and openness; we communicate with purpose and clarity.

### Innovation

We are flexible, resourceful, and invite diverse ideas; we take new approaches to solve important problems in service to Californians.

### Fairness

We treat each other with respect and kindness; we value teamwork; and we enforce the law impartially to protect consumers' privacy.



# STRATEGIC PLAN

## GOALS

### Strengthen Public Education, Outreach, and Engagement

This goal aims to provide resources, tools, and support for delivering relevant, timely, and accurate information to consumers and businesses.

1. Develop a statewide public education campaign, utilizing various communication channels, to increase awareness of Californians' privacy rights.
2. Conduct tailored outreach campaigns to vulnerable and underserved communities, including students, immigrants, senior citizens, low-income communities, and at-risk groups.
3. Develop strategic partnerships with stakeholders, members of the media, and other community groups to amplify awareness of privacy rights and responsibilities.
4. Facilitate compliance through supplemental business guidance.
5. Educate the privacy community about the Agency's efforts through speaking engagements, earned media, and Agency-owned communications channels.

### Vigorously Enforce Privacy Laws

This goal aims to protect consumers from violations of their privacy rights through engagement with the regulated community, timely investigations, and enforcement actions.

1. Advance strategic enforcement priorities that will provide the greatest impact to Californians.
2. Establish a foundation of successful enforcement actions and protect consumers through quality, diligent, and timely investigations.
3. Identify trends through complaint data and adjust audit and enforcement protocols to mitigate consumer harm.
4. Develop strategic enforcement partnerships with government partners.

### Strengthen Californians' Privacy Rights

This goal aims to advance the privacy rights of all Californians by ensuring that statutes, regulations, policies, and procedures support and further the mandates and mission of the Agency.

1. In partnership with the Legislature and the Administration, protect and advance California's privacy laws.
2. Standardize coordination, monitoring, and assessment of state and national legislation engagement and implementation to ensure compliance with statutory requirements.
3. Enhance subject matter expertise to ensure rulemaking refines and advances privacy protections.
4. Foster harmonization through regular stakeholder and inter-governmental coordination.
5. Meaningfully respond to changing privacy threats to consumers.

### Operational Excellence

This goal aims to ensure an efficient and effective approach to organizational development, including the implementation of policies, programs, and regulations.

1. Build organizational capacity with a focus on positive culture that empowers employees to enhance recruitment and retention, and to promote workplace respect, inclusiveness, and professionalism.
2. Ensure policies and procedures are documented, in compliance with state laws and regulations, and accessible to all staff.
3. Continue to develop Agency functions and programs with clear organizational governance.
4. Provide employees with information, tools, and support to thrive.
5. Provide training and mentorship opportunities to assist with ongoing staff development and foster a culture of learning.