

Enforcement Update & Priorities

March 8, 2024

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Deputy Director, Enforcement Division

ENFORCEMENT IN THREE PARTS

PART 1:

BUILDING AN EFFECTIVE ENFORCEMENT DIVISION

ENFORCEMENT INFRASTRUCTURE



Staffing



**Case
management**



**Consumer
complaints**



Investigations

PART 2:

OUR BUILDING SO FAR

STAFFING

STAFFING

Deputy
Director of
Enforcement

Assistant
Chief
Counsel

Enforcement
attorneys

Staff
Services
Manager

Research
Technologist
Interns

Additional
attorneys
and support

CASE MANAGEMENT

Legal Research

**Document
Management**

**Document
Transfers**

**Attorney
Training**

CONSUMER COMPLAINTS

CONSUMER COMPLAINTS

1,208

COMPLAINTS

July 6, 2023 - February 22, 2024

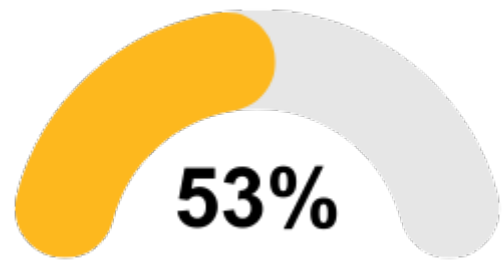
83% CA RESIDENTS



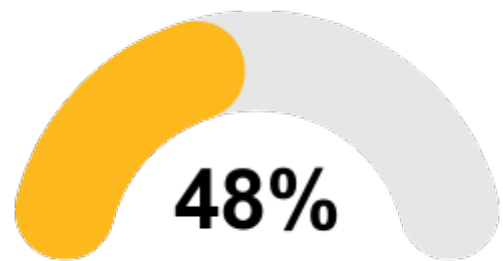
17% NON-CA RESIDENTS

CATEGORIES OF COMPLAINTS

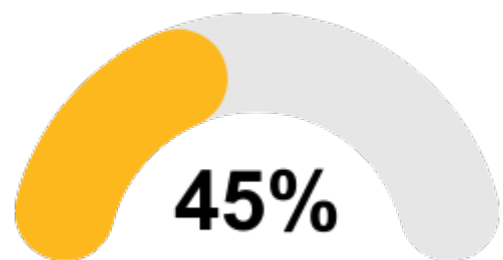
MOST COMMON



Right to delete



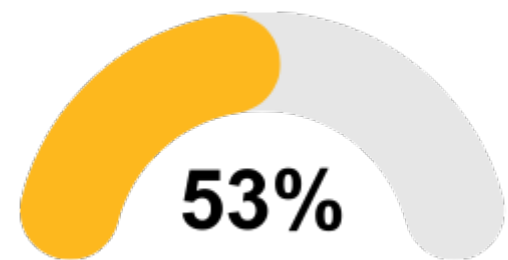
**Collection, use, storing, or
sharing of personal information**



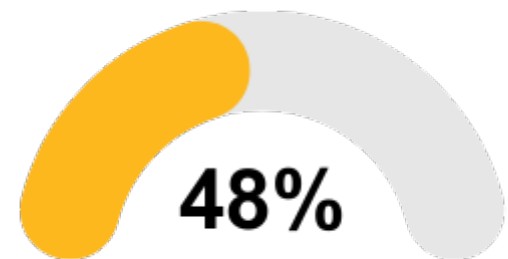
**Opt-out of the sale or
sharing**

CATEGORIES OF COMPLAINTS

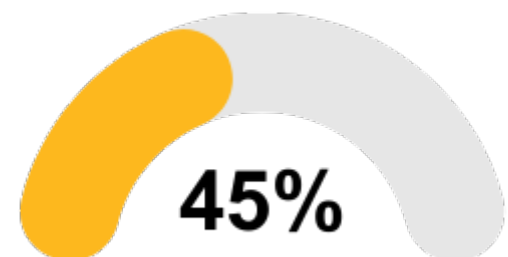
MOST COMMON



Right to delete

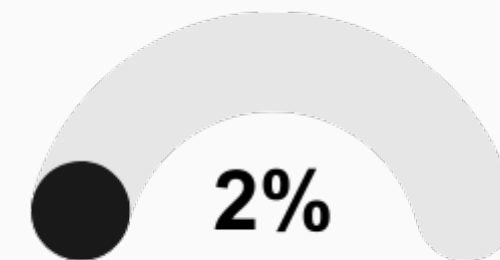


Collection, use, storing, or sharing of personal information

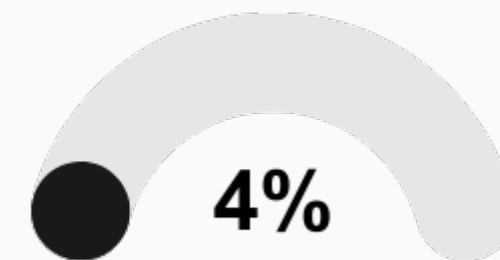


Opt-out of the sale or sharing

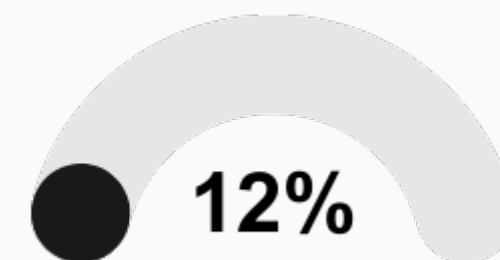
LEAST COMMON



Financial incentive or loyalty programs



Children's privacy



Right to correct



Process for complaints

- 1 Every complaint is reviewed and evaluated**
- 2 Evaluation generally happens within the first week of submission**
- 3 Response to consumer occurs later**

Recurring issues

ENFORCEMENT PROCESS



Investigation Phase



Litigation Phase

ENFORCEMENT PROCESS

Investigation Phase

Duration

Methods of engagement

Litigation Phase

INVESTIGATIONS

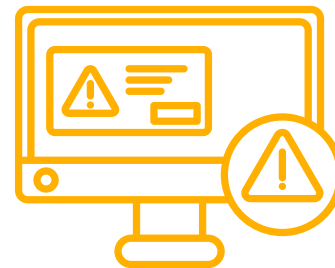
PART 3:

THE YEAR AHEAD

Infrastructure in the year ahead



Hiring underway for additional positions



More complex consumer complaint system



Enforcement website

ENFORCEMENT PRIORITIES

PRIORITIES DISCUSSED IN JULY



**Privacy
notices and
policies**



**Right to
delete**



**Implementation
of consumer
requests**

A dark, blurred background image showing a laptop on the left and a cup on the right. A vertical yellow line is positioned on the left side of the slide.

ENFORCEMENT ADVISORIES

- “Enforcement alert”
- “Compliance advisory”

ADDITIONAL PRIORITIES

QUESTIONS / BOARD INPUT
