

Subject: CPPA Public Written Comments

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From: trevor Fong

To: Regulations

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Good afternoon,

Thank you for the opportunity to provide written comments regarding this week's proceedings. My name is Trevor Fong, DDA, the sole proprietor of an insurance business in Sacramento, California. I am proud to be one of the over 600,000 Asian American and Pacific Islander-owned businesses in California.

As we all know, this has been an extremely difficult time for small businesses. Unfortunately, many small businesses have been forced to close during the pandemic.

Now, as we attempt to navigate this new normal, we are faced with a whole other set of regulations that threaten to upend our operations. Enough is enough – please do not let small businesses be an afterthought. We should be at the forefront of these discussions.

The creation of new privacy regulations is very important for our communities, but I implore you to do more to understand what we, as small business owners, are going through and how we are staying afloat.

Digital and social media have been a lifeline to my small business and countless others. The pandemic has made online platforms a critical resource to stay connected to our customers. A recent study found that over 80 percent of small businesses in the United States use digital tools to reach their audiences. While the CPRA includes an exemption for small businesses, the platforms we use every day will be deeply impacted – which, in turn, will impact us and our ability to stay afloat.

Serving my customers and keeping my doors open is a full-time job. Trying to keep up with the CPPA's regulatory process and determine how my voice can be heard on top of that is difficult.

California's small business community is standing by, hoping to participate in the rulemaking process, and we are strongly in favor of making sure you take the time you need for an inclusive process. But it is difficult to provide comments when there is no draft from the CPPA. How do we comment on something we cannot see?

If these new regulations result in small businesses not being able to advertise to – or connect with – the communities we serve as cost-effectively as we do now, I am concerned you will usher in a wave of small business closures we cannot recover from. Please consider the consequences now – we are depending on you to get this right.

Thank you,
Trevor Fong

Sent from my iPhone