**CPRA Passed in California: What Does It Mean?**

California voters approved Proposition 24, formally known as the California Privacy Rights and Enforcement Act (CPRA), an expansion of the existing California Consumer Privacy Act (CCPA). "In the absence of federal action, consumers and businesses face a conflicting patchwork of privacy laws that offer uneven protection, confuse consumers and businesses, and create uncertainty that stifles marketplace innovation," says IAB Executive Vice President for Public Policy Dave Grimaldi, in response to the vote.

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[*https://www.mediapost.com/publications/article/357501/california-voters-approve-privacy-law-expansion.html*](https://www.mediapost.com/publications/article/357501/california-voters-approve-privacy-law-expansion.html)

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[*https://www.ncipher.com/sites/default/files/inline-images/california-consumers-privacy-act-socialimage.png*](https://www.ncipher.com/sites/default/files/inline-images/california-consumers-privacy-act-socialimage.png)