**IAB Among Groups Opposing Calif. Privacy Proposal**

The IAB is among several groups who have written a joint letter to the California attorney general's office protesting the state's proposal that stipulates companies must honor worldwide do-not-sell requests. "Commercial speech is entitled to protections under the United States Constitution," the letter states, adding the proposal "does not pass constitutional muster because it burdens commercial speech without appropriately balancing those burdens with benefits."

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[***https://www.mediapost.com/publications/article/349218/proposed-california-privacy-regs-violate-first-ame.html***](https://www.mediapost.com/publications/article/349218/proposed-california-privacy-regs-violate-first-ame.html)