**IAB Protests California Consumer Protection Bill Amendments**

IAB is among ad industry trade groups calling for California lawmakers to remove amendments to an AB 3262 consumer protection bill that applies the same liability as brick-and-mortar retailers to online marketplaces benefiting from digital advertising. The groups state that the amendments would "have a chilling effect on commercial speech, the availability of digital content, and online commerce during a time when the economy is already under significant strain."

***CNBC 8.28.20***

[***https://www.cnbc.com/2020/08/27/ad-trade-groups-decry-amendments-to-ca-consumer-protection-bill.html***](https://www.cnbc.com/2020/08/27/ad-trade-groups-decry-amendments-to-ca-consumer-protection-bill.html)

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