The California Consumer Privacy Act
What it intends to achieve and why it is significant

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Abstract

A century ago the most valuable resource was oil. In today’s digital economy, data has taken the crown of most valuable resource. Data is valuable because it is literally customer information; it is the best insight into customers and potential customers for businesses to maximize revenue. Similar to the early days of the oil industry, there were few regulations that governed how businesses collected and utilized oil. The California Consumer Privacy Act (CCPA) is a bill intended to enhance privacy rights and consumer protection for residents of California by adding regulation and controls in how businesses utilize personal information. My research will examine the intentions of the CCPA and why it is significant as it shapes how companies collect, sell and utilize this valuable resource.