



How CPSA Strengthens Small Business

Big companies like tech giants and social media platforms, collect and analyze vast amounts of personal data, using it to refine targeted advertising, personalize services, and predict consumer behavior with precision.

While massive corporations say “personalized” products & services require vacuuming up our private information, limiting this practice will significantly benefit small businesses.

The Community Privacy and Safety Act (SB 420) doesn't ban personalization - instead, it requires transparency and user consent. When people know how their information is being used, they're more likely to engage with these services."

SB 420 helps small business owners by:

Making it harder for large corporations to engage in exploitative practices. This includes predatory pricing, exclusive partnerships, and using customer data to undercut smaller competitors. By enacting stricter data privacy, SB 420 creates a more level playing field for small businesses to compete.

Reducing the devastating impact of data breaches. Stricter privacy laws can help reduce risks associated with data breaches, which are particularly harmful for small businesses that depend on multiple platforms, apps, and websites to keep their business running and revenue coming in. For small businesses, a single data breach can permanently damage their reputation, drive customers away, and even lead to bankruptcy.



Increasing consumer confidence. Clear information and transparency create trust and customer loyalty. Limiting the personal information dragnet of Big Tech creates space for small businesses to develop genuine relationships with customers.

Lower costs and reduced dependence on monopolistic platforms. Higher privacy standards reduce the costs of accessing data and insights, making it more affordable for small businesses to operate independently of large corporations' platforms.