

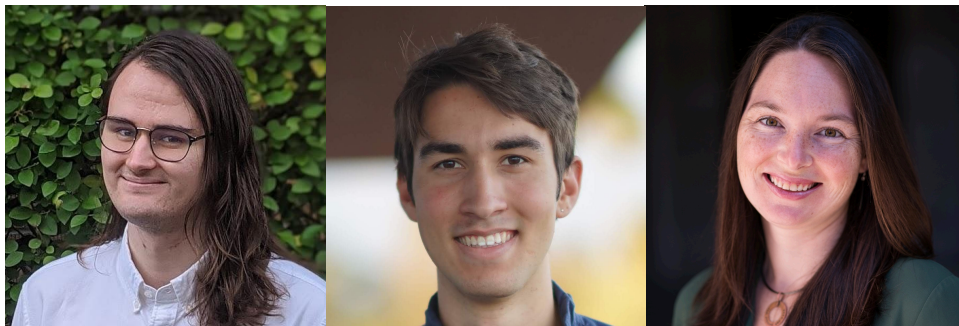


# How Do I Opt Out?

## Do Not Sell Mechanisms under CCPA

---

Sean O'Connor, Aden Siebel, and Eleanor Birrell



# California Consumer Privacy Act (CCPA)

- **Goal:** Give users more control over their personal information.
- Introduced four key rights:
  1. The right to know
  2. The right to delete
  3. **The right to opt-out of sale**
  4. The right to non-discrimination
- Signed: June 28, 2018
- Enforced: July 1, 2020

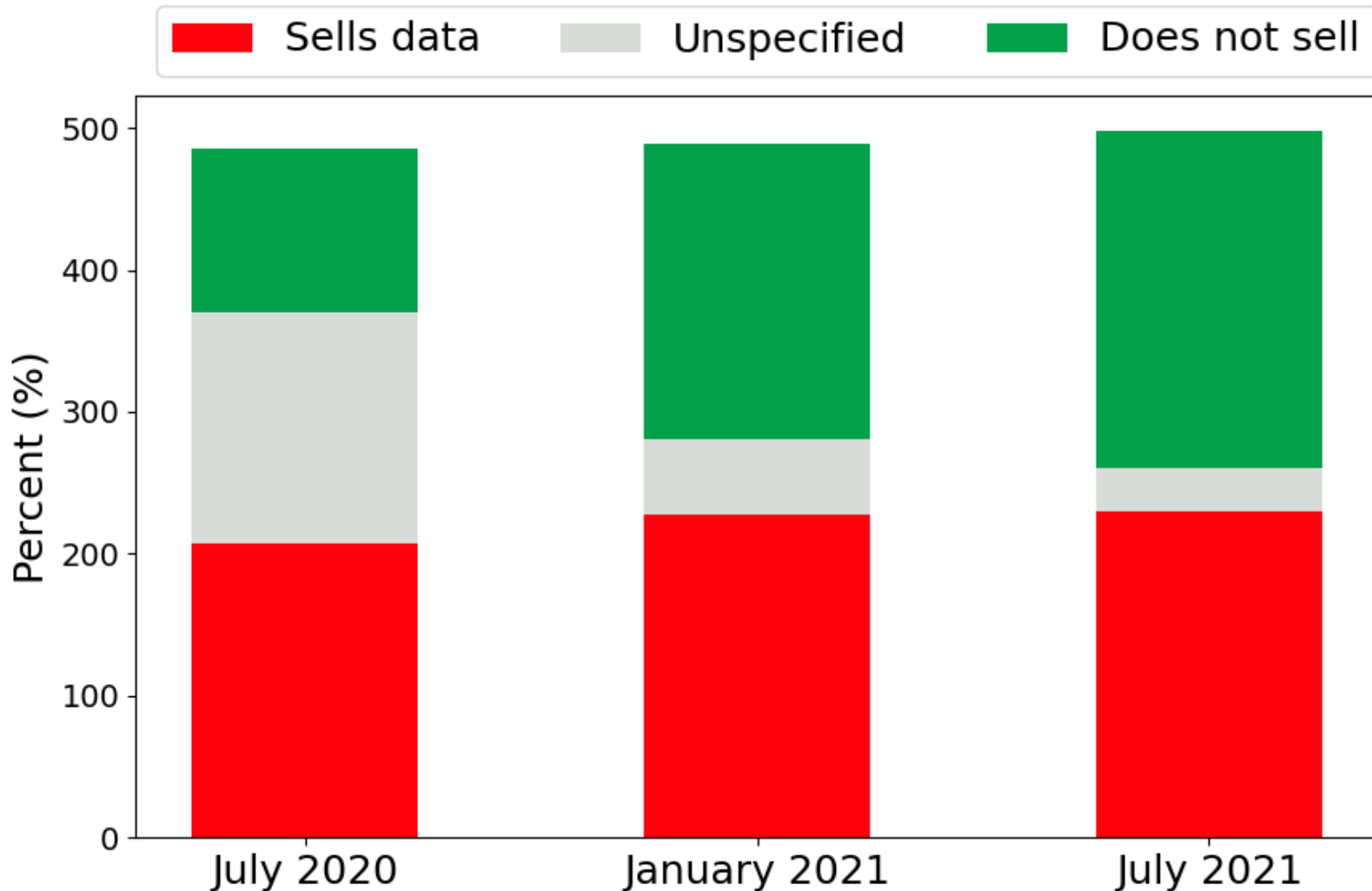
# The Right to Opt-out of Sale

Users have the right to opt-out of the **sale** of their **personal information**.

Businesses must provide a **"a clear and conspicuous link"** on the homepage of their website entitled **"Do Not Sell My Personal Information"** or **"Do Not Sell My Personal Info"**

3  
~~a~~ manual observational study

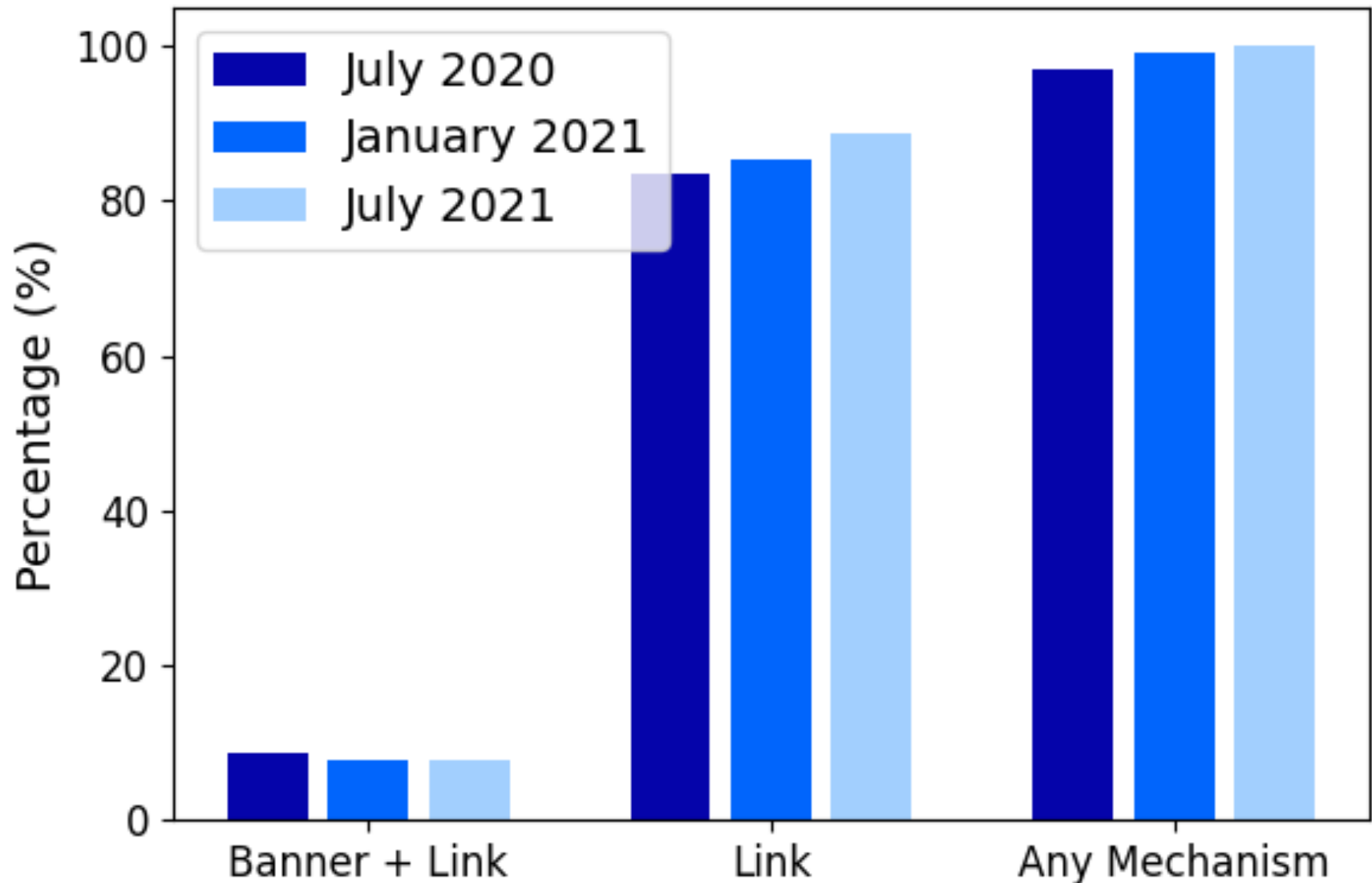
# Data Sale (Top 500 U.S.)



[www.espn.com](http://www.espn.com)

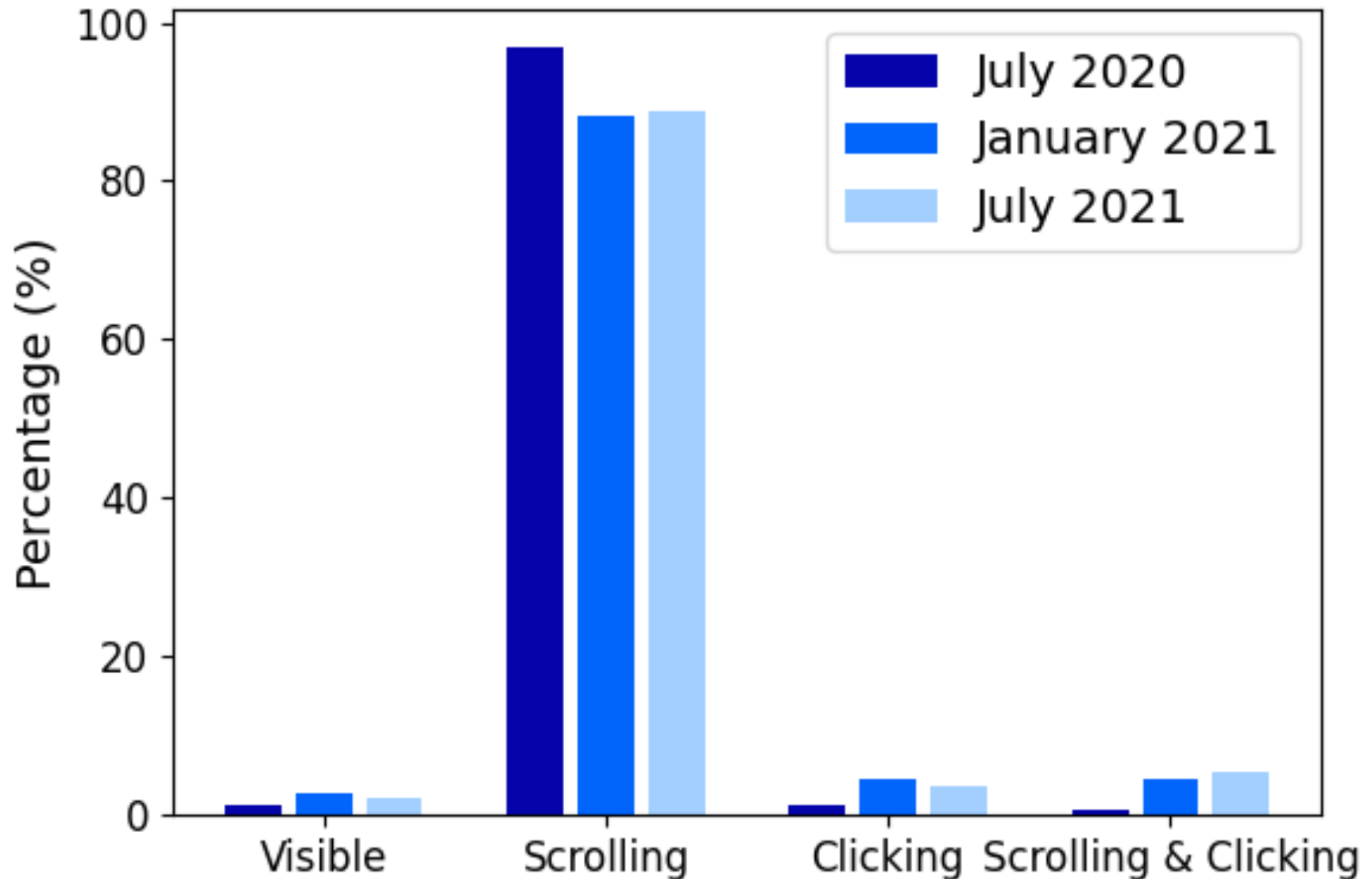
[www.buzzfeed.com](http://www.buzzfeed.com)

# Mechanism Type (Top 500 U.S.)





# Link Accessibility (Top 500 U.S.)



# Opt-out mechanisms

Search	Improves your ability to find our products and discover personalized promotions.
Direct Marketing	Allows us to send you tailored messages via email, direct mail or text.
Personalization	Helps us to provide you special offers and product recommendations based on your browsing activity.
Social	Allows us to send special offers based on your shopping preferences.
Big Data	Helps us improve our website and offerings to customers like you.
Misc	Includes cookies that provide additional services.
Cookie Match	Helps us ensure that we remember your preferences, recognize you when you visit our website and tailor ads to your interests across the internet.
CDP	Allows us to create a single view of your shopping activities for better personalization.
Mobile	Helps us to connect your mobile app and web browsing for improved personalization.
Engagement	Helps us deliver special offers to you.
Feedback	Helps us improve how our website works for you.
CRM	Helps us provide special offers to you based on your customer profile.

## California DO NOT SELL Web Form

You can use this form to submit a request to opt out of the sale of personal information associated with a California resident or household.

A member of DTMG's privacy team will respond as soon as possible after you submit this form.

For more details and information about how DTMG uses and protects personal information, please visit our [Privacy Policy](#).

### \* I am submitting this request:

for myself.

for my household.

as an authorized agent on behalf of a California consumer.

### \* Select the Right You Want to Exercise:

Do Not Sell My Information

### \* Consumer Email Address

### \* Consumer First Name

### \* Consumer Last Name

### \* Request Details

0 / 5000

### \* Correspondence Email

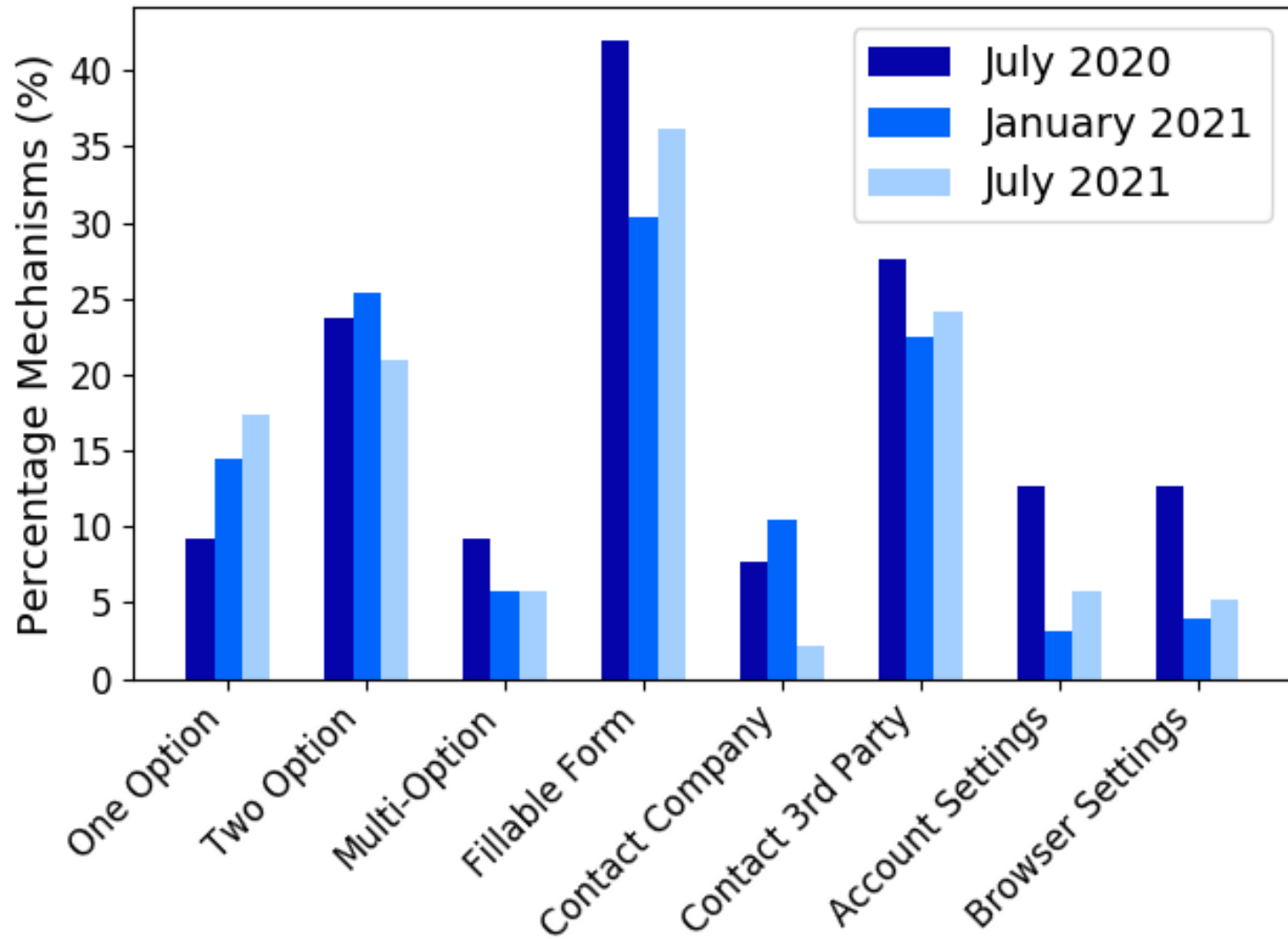
### Acknowledgement

By clicking "Submit" below, I confirm that I am a resident of California or have been authorized to submit this form on behalf of a resident of California and that the information I have provided is accurate.

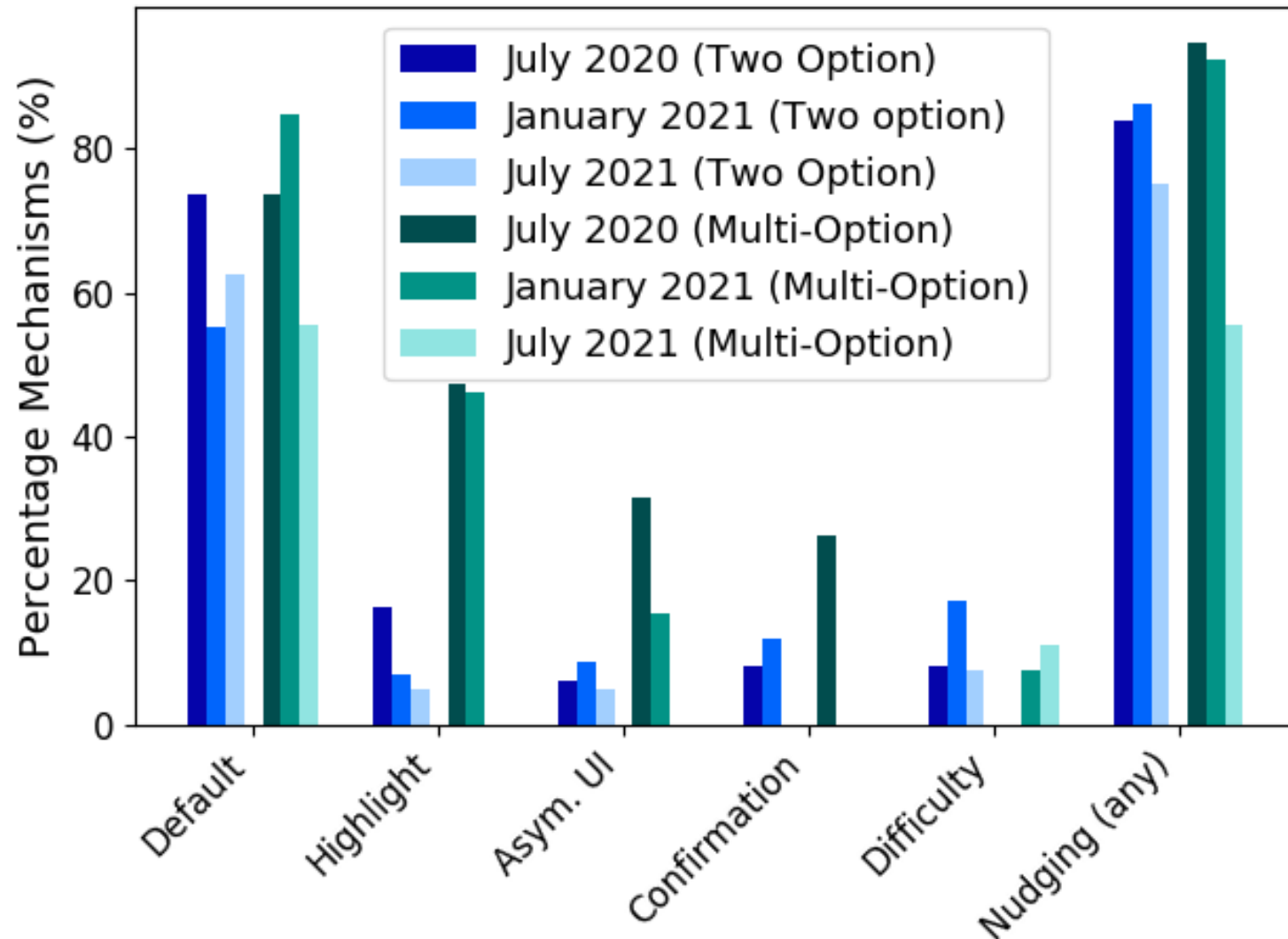
☐ I'm not a robot



# Opt-out Mechanisms



# Nudging



# Recommendations

- Individual websites can take steps to enhance privacy

- Privacy-enhancing tools can enhance privacy

GDPR

CCPA

- Robust enforcement regimes are required



APPI LGPD

PIPA

- Regulations for opt-out mechanisms should expand beyond requiring a link

SB220

PDPA LD946

CDPA

- Individual opt-out may be insufficient

CPRA

SB260

POPIA

Questions?