



OFFICE OF THE GOVERNOR

SEP 27 2026

To the Members of the California State Assembly:

I am returning Assembly Bill 1542 without my signature.

This bill prohibits businesses that are subject to the California Consumer Privacy Act (CCPA) from selling or sharing a consumer's sensitive personal information.

While I support the author's goal of protecting the sensitive personal information of Californians, a categorical ban on sharing that information is a step too far. Under state law, companies are required to provide California consumers with the option to limit the sharing of such information, and I worry there may be unintended consequences if consumers are removed entirely from the decision process.

Further, because this bill would apply to businesses broadly, its implementation and enforcement would result in significant costs not included in the 2026 Budget Act. In partnership with the Legislature this year, my administration has enacted a balanced budget that recognizes the challenging fiscal landscape our state faces while maintaining our commitment to working families and our most vulnerable communities. With significant fiscal pressures and the federal government's hostile economic policies, it is vital that we remain disciplined when considering bills with significant fiscal implications that are not included in the budget, such as this measure.

For these reasons, I cannot sign this bill.

Sincerely,

Gavin Newsom

