

ASSEMBLY BILL

No. 370

Introduced by Assembly Member Muratsuchi

February 14, 2013

An act relating to consumers.

LEGISLATIVE COUNSEL'S DIGEST

AB 370, as introduced, Muratsuchi. Consumers: online tracking.

Existing law, subject to specified exceptions, requires a business that discloses a customer's personal information to a 3rd party for direct marketing purposes to provide the customer, within 30 days after the customer's request, as specified, in writing or by e-mail the names and addresses of the recipients of that information and specified details regarding the information disclosed.

This bill would declare the intent of the Legislature to enact legislation that would regulate online behavioral tracking of consumers.

Vote: majority. Appropriation: no. Fiscal committee: no.
State-mandated local program: no.

The people of the State of California do enact as follows:

- 1 SECTION 1. It is the intent of the Legislature to enact
- 2 legislation that would regulate online behavioral tracking of
- 3 consumers.

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