

FOR IMMEDIATE RELEASE

LOS ANGELES AREA CHAMBER OF COMMERCE OPPOSES PROP 24: JOINS CONSUMER, PRIVACY AND SMALL BUSINESS ADVOCATES

The largest and most influential business association in Los Angeles County announces opposing Prop 24, real estate mogul Alastair Mactaggart's flawed pay-for-privacy initiative

LOS ANGELES – The Los Angeles Area Chamber of Commerce voted recently to oppose Proposition 24, the flawed and deceptive 52-page measure on the November ballot. The Los Angeles Area Chamber of Commerce represents more than 1,400 members, more than 650,000 employees, businesses from more than 35 industry sectors, and the interests of more than 235,000 businesses in the Los Angeles region.

In announcing their opposition, Maria S. Salinas, President & CEO of Los Angeles Area Chamber of Commerce said, “In 2018, the California state legislature adopted the California Consumer Privacy Act (CCPA) enhancing consumer and privacy protections. This was a result of in-depth negotiations with all stakeholders. Frankly, the California Consumer Privacy Act just went into effect this year and has not been given the opportunity realize it’s full benefits.”

The Los Angeles Area Chamber of Commerce joins a growing list of opposition including 16 editorial boards and consumer, privacy, social justice, and small business advocates opposing Proposition 24 including Color of Change, ACLU of California, Consumer Federation of California, Californians For Privacy Now, labor icon Dolores Huerta, Council on American-Islamic Relations, California Alliance for Retired Americans, the California Small Business Association, the California Nurses Association, and the League of Women Voters.

Proposition 24 weakens California’s 2018 landmark privacy law, creates a toothless new state privacy bureaucracy, and will cost California consumers and small businesses billions.

For a full list of opposition to Prop 24, click [here](#).

For more information please visit www.NoOn24CA.org or contact Marva Diaz at MarvaDiaz@gmail.com or (916) 712.8426.

[Join California consumer, privacy and social justice advocates in Voting No on 24!](#)