



OFFICE OF THE GOVERNOR

SEP 20 2024

To the Members of the California State Assembly:

I am returning Assembly Bill 3048 without my signature.

This bill would require internet browsers and mobile operating systems to include a setting that California consumers can use to signal to businesses with which they interact that they wish to, first, opt out of the sale or sharing of their personal information, and second, limit use of their sensitive personal information.

I share the author's desire to enhance consumer privacy. Last year, I signed SB 362 (Becker), which requires the California Privacy Protection Agency to establish an accessible deletion mechanism allowing consumers to request that data brokers delete all of their personal information.

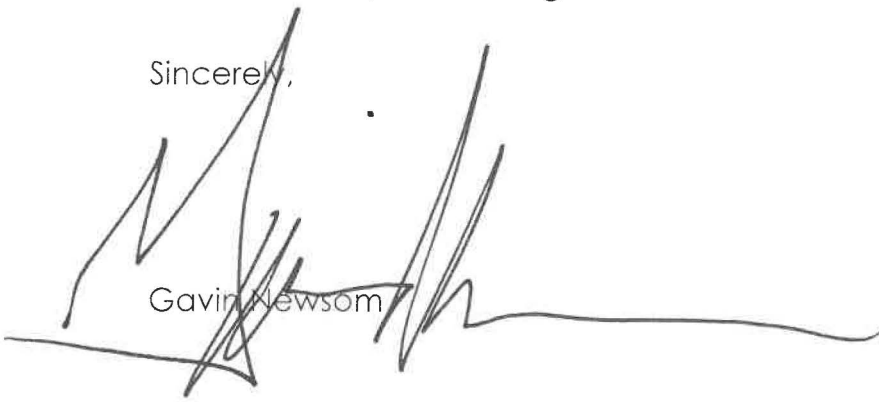
I am concerned, however, about placing a mandate on operating system (OS) developers at this time. No major mobile OS incorporates an option for an opt-out signal. By contrast, most internet browsers either include such an option or, if users choose, they can download a plug-in with the same functionality. To ensure the ongoing usability of mobile devices, it's best if design questions are first addressed by developers, rather than by regulators.



For this reason, I cannot sign this bill.

Sincerely,

Gavin Newsom

A handwritten signature in black ink, appearing to be "Gavin Newsom", written over the printed name. The signature is stylized with a large, sweeping initial "G" and a long, horizontal flourish extending to the right.