

California Privacy Protection Agency Expands The Definition Of "Data Broker"

[Alysa Z. Hutnik](#), [Aaron J. Burstein](#), [Alexander I. Schneider](#)

December 2, 2024

On November 8, the California Privacy Protection Agency (CPPA) voted 5-0 to approve new regulations to implement the DELETE Act of 2023. The most noteworthy development was the agency's adoption of a new definition of "direct relationship," a core term within the statutory definition of a "data broker." The new definition could require a host of new businesses to register as data brokers if they collect personal data about their customers from other sources and sell that data to third parties, including in an ad tech context.

www.kelleydrye.com/viewpoints/blog...-of-data-broker