

Tractor Supply - Compliance Takeaways from the Most Recent CCPA Settlement

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The California Privacy Protection Agency fined Tractor Supply \$1.35 million for alleged violations of the CCPA, citing inadequate privacy notices, employee disclosures, opt-out mechanisms, and partner contracts. The settlement underscores California's growing enforcement focus on opt-out preference signals, contract compliance, and employee data rights. It also highlights how even consumer complaints can trigger wide-ranging investigations.

Hosted by Simone Roach. Based on a blog post by [Laura Riposo VanDruff](#) and [Meaghan M. Donahue](#).