

Common Sense-Backed California Propositions

Election Day is Tuesday, November 3.

Be election-ready: To check your registration status or polling place, visit sos.ca.gov/election.

As part of our commitment to media literacy and stopping the spread of misinformation, Common Sense has developed a number of media literacy and how-to **resources for young voters** and soon-to-be voters to use during the 2020 election season. In our home state of California, we're also championing ballot propositions related to equity and privacy. A number of ballot initiatives in the state will support kids and families; these are the two we've put our muscle behind to help change the landscape, in education and with the technology we use.



Who else supports Prop. 15:

California Teachers Association

League of Women Voters
of California

Silicon Valley Community Foundation

Vote YES on Proposition 15: Fund Schools and Communities

Every year, California gives away billions of dollars in property tax breaks to wealthy corporations. These billions could be used instead to lower class sizes, invest in community colleges, and deal with increasing inequality, persistent poverty, unemployment, unaffordable housing, and homelessness. Proposition 15 closes tax loopholes on commercial properties, while protecting small businesses and homeowners.

What Prop. 15 would do:

- Reclaim \$11.5 billion each year to invest in our schools and local communities by closing property tax loopholes benefiting wealthy corporations.
- Cut small business taxes.
- Exempt homeowners, renters, small businesses, and agricultural land so they continue to be protected by Prop. 13.
- Prioritize transparency and accountability.

Why Common Sense supports Proposition 15:

Many policies that benefit our kids, such as those around quality education and access to health care, cannot exist without proper funding. Prop. 15 would help even the playing field by closing loopholes and making sure corporations pay their fair share when it comes to taxes that help support our communities.

For a full list of supporters and to learn more, visit www.yes15.org.

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Who else supports Prop. 24:

AFSCME California
California NAACP State Conference
Consumer Watchdog

Vote YES on Proposition 24: Strengthen Consumer Privacy Rights

With more and more of kids' and families' lives taking place online, it is critical that protections are in place when it comes to protecting our digital footprints. This initiative builds upon the landmark law in California protecting consumer privacy—the California Consumer Privacy Act—and requires businesses to safeguard your data as you access the resources of the internet. No one should have to choose between online tools and the privacy of their personal information.

What Prop. 24 would do:

- **Strengthen enforcement:** Establishes a funded, expert privacy regulator and closes enforcement loopholes; triples penalties for violations involving the information of minors under age 16; and allows individuals to hold companies accountable for hacks and data breaches involving email accounts and passwords.
- **Set a strong floor:** Makes it harder for the legislature and industry special interests to weaken Californians' privacy in the future, while maintaining current abilities to pass privacy improvements. Also, it ensures companies cannot trick consumers into "agreeing" to give up their personal information through manipulative design or dark patterns.
- **Enhance protections:** Enables consumers to prevent businesses from using or sharing information that reveals insights about consumers' health, finances, ethnicity, or precise location; requires businesses to limit what data they collect from, and use about, consumers; and prevents businesses from attempting to avoid current law by claiming they do not "sell" personal information when they in fact profit off it.

Why Common Sense supports Proposition 24:

Common Sense co-sponsored the California Consumer Privacy Act with the ballot authors in 2018. And we have spent the last two years trying to defend it against business efforts to water it down. This initiative will make it harder for industry to weaken privacy in the future—while still allowing the legislature to add new protections. Further, it will strengthen enforcement—and any law is only as good as its enforcement. The attorney general is doing the best possible with a budget and staff below what the office needs; this will add critical resources to protect Californians' privacy.

For a full list of supporters and to learn more, visit caprivacy.org.