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10	REPORTER'S TRANSCRIPT OF HEARING
11	THURSDAY, DECEMBER 5, 2019
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	JOB NO. 3621714
24	REPORTED BY: DARLINDA R. COMPEAN, CSR NO. 13094
25	PAGES 1 - 20
	Page 1

1 2 3			APPEARANCES
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1	I N D E X	
2		
3	STATEMENT BY	PAGE
4		
5	MS. SCHESSER	4
6		
7	RITA CARPENTER	8
8		
9	JESSICA LEE	12
10		
11	BRYAN HARLEY	17
12		
13		
14	**EXHIBITS WERE NOT MARKED**	
15		
16		
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18		
19		
20		
21		
22		
23		
24		
25		
		Page 3
	Personal Court Reporters, A Veritext Company	

1 FRESNO, CALIFORNIA THURSDAY, DECEMBER 5, 2019; 10:10 A.M. 2 3 PROCEEDINGS 4 5 MS. SCHESSER: Good morning and thank you for being here. On behalf of the California Department of б Justice and Attorney General Javier Becerra, I would 7 like to welcome everyone to today's hearing regarding 8 9 the proposed regulations for the California Consumer 10 Privacy Act. My name is Stacey Schesser with the 11 Privacy Unit of the Department of Consumer Law section and I will be the hearing officer for today's 12 13 proceedings. 14 Also present here today with me are Eleanor 15 Blume, Special Assistant to the Attorney General, and Lisa Kim, Deputy Attorney General of the Privacy Unit. 16 For the record, today is Thursday, December 5th, 2019. 17 18 The time is 10:11 a.m. We are at the Fresno Hugh Burns 19 Building, Assembly Room Number 1036, 2550 Mariposa Mall, 20 Fresno, California. 21 Before we begin, there are a few points that I 22 would like to make. The notice of proposal we're making 23 for the CCP regulations was published in the California 24 Regulatory Notice Register on August 11th, 2019, in 25 register number 41-Z starting at Page 1341. The notice Page 4

and related rulemaking documents were posted on the Attorney General's website on October 10th, 2019, and were mailed to all interested parties who had requested rulemaking notices. Today is the fourth of four public hearings that were announced in the notice.

The deadline for submitting written comments is б this Friday, December 6th, at 5:00 p.m. Pacific Time. 7 We have recently posted additional resources on our 8 9 website about the DOJ's CCP rulemaking process, 10 including two documents in PDF format entitled Tips On Submitting Effective Comments and Information About The 11 Rulemaking Process. Please visit www.oag.ca.gov/ccpa 12 13 for further information.

14 Today's public hearing is quasi legislative in 15 nature and is being held pursuant to the California Administrative Procedure Act. The California 16 Administrative Procedure Act specifies that the purpose 17 18 of this hearing is to receive public comments pertaining 19 to the proposed regulations. If you are speaking today, 20 we ask that you limit your comments to the proposed 21 regulations or the rulemaking procedure that we are 22 following. We do not intend to answer questions or 23 otherwise engage in dialogue in response to any written 24 or oral comment; however, we may ask that you speak 25 slower or louder or ask a limited follow-up question to

1 clarify a point.

Today's hearing is being audio recorded and 2 3 transcribed by a court reporter. The transcript of the hearing and any written comments presented during the 4 5 hearing will be part of the rulemaking record. Please try your best to speak slowly and clearly to help the б court reporter create the best possible record. If you 7 have brought written comments that you would like to 8 9 submit during the hearing today, please give them to a staff member. 10

After the public comment period ends, the department will review and consider all relevant comments and recommendations provided at the public hearing and in writing. The department will then compile a summary of each relevant comment or recommendation and prepare a response to it, which will be included in the Final Statement of Reasons.

Once the Final Statement of Reasons is complete, the entire rulemaking record will be submitted to the Office of Administrative Law, and a copy of the Final Statement of Reasons, along with notification of any changes made to the proposed regulations will be posted on the Attorney General's website.

24 We are required to notify all persons who 25 provided a comment and all those otherwise interested of

1 any revisions to the proposed regulations and any new 2 material relied upon in proposing these rules. 3 Accordingly, there is a check-in table located outside of this room where speakers and attendees can sign in 4 5 and provide their contact information. You may sign in to speak without providing your name or contact б information; however, please know that we will not then 7 be able to provide you with notice of any revisions to 8 9 the rules or any other rulemaking activities.

10 If you are intending to speak at today's hearing, you should have received a number when you 11 signed in. When we call your number, please come up to 12 13 the microphone. And, if you would like to be 14 identified, state and spell your full name and identify 15 the organization you represent, if any. If you have a 16 business card, please provide it to the court reporter before approaching the microphone. 17

18 Each speaker will have five minutes to speak. 19 To assist the speakers, Lisa will be holding up a card to alert the speaker when they have only 30 seconds left 20 to speak. In the interest of time, if you agree with 21 22 comments made by a prior speaker, please state the facts 23 and add any new information you feel is pertinent to the 24 issue. Also, there is no need to read aloud any written comments submitted. All comments, whether written or 25

1 oral, will be responded to by our office. If we have 2 remaining time after all the speakers have had a turn, 3 we will give the speakers an opportunity to take a second turn and add to your remarks. If you would like 4 5 to make an oral comment today and have not yet received a number, please do so now. б 7 Lastly, we will need to take breaks during this proceeding, including at least a 30-minute break at 8 9 lunch for our court reporter, if the hearing goes that 10 long. If it appears that we have no speakers waiting 11 for their turn to provide comments, we will conclude the 12 hearing. 13 At this time, can we please have the first 14 speaker come to the microphone. 15 Good morning. Good morning, Speaker Number 1. 16 Thank you for coming today. MS. CARPENTER: Good morning and thank you for 17 18 the opportunity to comment. My name is Rita Carpenter; 19 R-I-T-A, C-A-R-P-E-N-T-E-R. I'm a compliance officer 20 for Educational Employees Credit Union here in Fresno. 21 Just a little background on our credit union, EECU 22 provides financial services to more than 300,000 members in 12 counties across Central California. We serve 23 24 teachers, students, other persons affiliated with education and their relatives. 25

1 The credit union agrees that protecting personal information of consumers is of the highest 2 importance. We have very conservative information 3 sharing practices and do not sell our member 4 5 information. The credit union fully supports that consumers should have the right to choose how their б information is shared and used or if it should be shared 7 and used. That said, we have concerns with the recently 8 9 proposed CCPA regulations. I'd like to speak to these 10 points: Extending the effective and enforcement dates, 11 the need for model notices, and clarification of the exemption for the information covered by other privacy 12 13 regulations.

First, we ask that both the effective and 14 15 enforcement dates be extended. CCPA was signed into law 16 almost a year and a half ago; however, proposed regulations were not issued until recently on 17 18 October 11th. Eighty-two days is not enough time to 19 understand the complex requirements and become 20 compliant. The proposed regulations are more detailed 21 than the original statute. For our credit union, 22 implementation will mean inventorying data, website 23 modifications, developing forms and disclosures, new 24 procedures and policies, and of utmost importance, training our staff so that they fully understand the 25

1 consumers' rights, our responsibilities, and have the 2 tools needed to respond to consumer inquiries and 3 requests for information.

As a financial institution, we are already 4 5 highly regulated and must comply with regulations pertaining to privacy and data retention. б It's important that we have time to clearly understand how 7 CCPA and the existing regulations work together. Given 8 9 the complexities of CCPA, businesses need additional 10 time to fully understand requirements and implement 11 compliance solutions. We ask that the effective date be extended by two years, and that the enforcement be 12 13 delayed until six months after publication of final 14 regulations.

Next, model notices and disclosures would be 15 16 helpful to us and beneficial to consumers. They provide clarity, consistency, and assured compliance. CCPA 17 18 states that notices must be easy to read and 19 understandable to the average consumer. How does one 20 decide if this standard is met? It's subjective. 21 Businesses and many industries will be designing their 22 own notices and industries often have a preferred format 23 or lingo which may be understandable to them, but not 24 the average person. Consider how a medical professional or someone in the legal profession might write their 25

notices.

1

Model notices and disclosures are common in 2 3 other consumer protection regulations. Some of them that work well in the financial services industry are 4 5 notices that tell you how to dispute fraudulent transactions or unauthorized transactions, fraudulent or б 7 unauthorized transactions in your bank account. There are also model notices that tell you how long a check 8 9 will be held before the funds are made available to you. And, in real estate, nondiscrimination notices. Uniform 10 11 notices would ensure consumers understand their rights, make it easier for them to exercise their rights, and of 12 13 lesser importance, make it easier for us to comply.

14 Last I'd like to briefly comment that the 15 exemption for personal information elective pursuant to 16 other existing privacy regulations is somewhat unclear, confusing, and very much subject to interpretation. 17 CCPA uses terms that are inconsistent with the Federal 18 19 Gramm-Leach-Bliley Act and the California Financial 20 Information Privacy Act. Personal information as 21 defined in CCPA is much broader in similar terms than 22 the existing regulations.

In addition, CCPA applies to personal information collected in any manner and for persons that are not currently covered by the other regulations. It

covers information even if there is no transaction or it's collected from a person with whom we have no relationship. This is more far reaching than the other privacy regulations. The proposed regulations did not provide the clarity we had hoped for. Clarification and perhaps examples would be helpful.

7 In summary, we want to support and comply fully 8 with the intent and requirements of CCPA, but ask for 9 additional time and guidance that will allow us to do so 10 the way that benefits consumers most. Thank you.

11

MS. SCHESSER: Thank you.

Speaker Number 2, we invite you to themicrophone. Good morning.

14 MS. LEE: Good morning. Jessica Lee; 15 J-E-S-S-I-C-A, Lee, L-E-E. I'm a partner at the law firm Loeb & Loeb. That's L-O-E-B and L-O-E-B. As I 16 mentioned, I'm a partner at Loeb & Loeb and its privacy, 17 18 security and data innovations practice group I provide 19 cochair. Our clients include advertisers and agencies, 20 publishers and ad tech companies, as well as companies 21 that are highly regulated in the financial and health 22 care sectors. And I'm not here representing one client 23 in particular, but conveying the concerns of many 24 clients and friends who are impacted by the CCPA. And I want to state at the out front that 25

1 everyone has been working diligently to prepare for January 1st and they have been for some time. However, 2 3 the draft regulations were released as companies were in the process of building out their compliance plan, and 4 5 they've introduced a number of new obligations and requirements, in some cases exceeding the scope of the б statute. So companies are now struggling on how to 7 implement some of these new obligations, which are not 8 9 final and won't become final until after January 1st. 10 And so, while the regulations have offered some really 11 helpful guidance and clarity in some cases, they've raised some questions as well that we've seen companies 12 13 struggling with.

14 And so, I won't reiterate my first point, which 15 is like the prior speaker, the request to extend the 16 enforcement date. My request was specifically extending the enforcement date of the draft regulations. And the 17 18 only additional point I would add onto that is that it's 19 not just the 82 days; it's the fact that the regulations 20 won't become final probably until well until the early spring essentially, giving really only a couple of 21 22 months to implement after other processes have been ruled out for the January 1st date. So we would ask 23 24 that the date at least for the regulations be extended until January 1st, 2021. 25

1 My second point is on notice fatigue. We think 2 there might be some potential notice fatigue created by 3 the additional notice obligations in the regulations. The requirement to have notice at the point of 4 5 collection in addition to a privacy notice and a do not sell link, we think would create confusion for б 7 consumers, and then unnecessary implementation burden for companies who are struggling with, you know, where 8 9 to place all these notices and how to display them in a 10 way that is actually helpful rather than confusing for 11 the consumer.

So between the do not sell link, and the 12 13 privacy policy, the potential ad choices icon that's 14 displayed, and then this additional California privacy 15 notice, there seem to be too many places to go and not 16 kind of one clear, direct lane for consumers to go to find their information. So we would suggest an 17 18 obligation that would combine these links into one 19 location so that there is kind of a clear, direct place 20 for consumers to go to get information on their privacy 21 obligations. And this speaks to the requirements in 22 article two of the regulations.

23 My third point is on the financial incentive 24 programs. So we're concerned about the requirements for 25 these financial incentive programs, particularly the

requirement that includes the obligation to provide a good faith estimate of the value of the consumer's data that form the basis of the incentive, and then the description of the method used to calculate the value of the consumer's data.

For us, this raises a number of concerns. б It's obviously very difficult for companies to calculate on 7 an individual user basis the value of the consumer's 8 9 data. In many cases, an individual's data is worth very 10 little. It could be, you know, pennies potentially and that's not going to add value of the financial incentive 11 program, which is designed to encourage large numbers of 12 13 consumers to opt into their program. A car company, for 14 example, doesn't want to sell one car; they want to sell 15 millions of cars. And so, the financial incentive program is based off of the value of getting access to a 16 lot of information, not just one individual's 17 18 information. So companies are struggling with what that looks like. 19

And then, of course, the method used to calculate that value is proprietary information and there is a concern about the business risk in that, not to the consumer necessarily, but to the other businesses who can see how they're evaluating their internal data matrix.

And so, while we understand the desire to help the consumer make an educated decision about whether the incentive is worthwhile, we think there might be a less prescriptive way to do so.

5 And just two final points here, with respect to requiring a business to treat an unverified request as б an opt out, we see that's raising a number of 7 challenges. First, there is some businesses that just 8 9 aren't selling, so we're not sure it makes sense to 10 require them to treat those individuals as an opt out. 11 And then we have some clients who are concerned that they can't verify; meaning, they can't identify the 12 13 person and there is actually no way to opt them out. 14 They don't have the identifier to tie that person in a 15 way or identify that person in a way that allows them to 16 facilitate the opt out. So that requirement is raising a number of concerns. 17

18 And our last point is just on the requirement 19 for companies to respond to browser signals. We suggest 20 delaying that requirement until there is one unified 21 signal or a standard or inform the other organizations 22 that were previously active in this case. We understand 23 that, you know, companies want to honor consumer 24 choices, but with no clear browser opt out signals, that can cause a lot of confusion as to multiple signals 25

going back and forth and no clarity on which one to respond to or what the standard guardrails look like. We understand that this requirement is going to be built into the new ballot initiative that was put up, and that might be a point where we have more information about how to make this request.

7 So I'll just close by noting that businesses are spending a lot of time and money -- which is good 8 9 for the lawyers, but not great for the businesses -- to 10 prepare and adapt for these new regulations. And, you 11 know, for many businesses there are still more questions than answers, particularly because there is not 12 13 technology in place necessarily to facilitate some of 14 these obligations. And so, we are looking forward to 15 being able to work with the Attorney General's office, 16 and we hope you will be amenable to helping companies who are trying to work through these challenges rather 17 18 than punishing them for their good faith efforts to 19 comply. Thank you. 20 MS. SCHESSER: Thank you. 21 We invite speaker number three to the

22 microphone. Good morning.

23 MR. HARLEY: Good morning. My name is Bryan 24 Harley. That's B-R-Y-A-N, H-A-R-L-E-Y. I'm the 25 executive director of CMAC, the Community Media Access

Collective. We're a nonprofit organization located here 1 2 in Fresno. Our mission is to empower people, young and 3 old, especially in underserved communities, to be able to share their stories using media. We teach media arts 4 5 skills and provide access to production equipment and facilities to create your own video, TV show, short б film, podcasts and more. We believe very strongly about 7 freedom of information and expression. And, in order to 8 9 express ourselves freely, we need to be secure in our 10 personal privacy. The chilling effect of surveillance 11 and loss of privacy on free speech are compelling arguments that need to be on record. 12

13 Consumers need strong privacy protections to ensure we can control our own data. Consumers should be 14 15 able to easily opt out of the sale of their personal 16 information to third parties in a single step. There shouldn't be loopholes for targeted advertising. 17 18 Privacy also shouldn't be a privilege for the wealthy. 19 Companies should not be able to charge me more for 20 expressing my privacy rights. Privacy is a right 21 guaranteed by the California Constitution. The rules 22 can and should be strengthened to protect residents with 23 less financial resources. Thank you.

24 MS. SCHESSER: Thank you. I don't believe 25 we've had a speaker register for the speaker number

1 four, but at this point I would like to open up the 2 microphone for anybody who would like to speak in the 3 audience.

Is there anybody else that would like to speak? 4 5 Seeing that there are no more persons present to make any oral comments or anybody that desires to provide б 7 another comment to the record, it is now 10:30 a.m. and I hereby close this hearing on the proposed California 8 9 Consumer Privacy Act Regulations. The written comment 10 period ends on December 6th, 2019, at 5:00 p.m. Pacific 11 Time. Written comments may also be e-mailed to us at 12 privacyregulations@doj.ca.gov. On behalf of the 13 Department of Justice and Attorney General Javier 14 Becerra, thank you for participating in the rulemaking 15 process. 16 (10:30 a.m.) 17 18 --00000--19 20 21 22 23 24 25 Page 19

1	STATE OF CALIFORNIA)
) ss.
2	COUNTY OF FRESNO)
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5	I, Darlinda R. Compean, a Certified Shorthand
6	Reporter for the State of California, hereby certify
7	that I was present and reported in stenotypy all the
8	proceedings in the foregoing-entitled matter; and I
9	further certify that the foregoing is a full, true, and
10	correct statement of such proceedings and a full, true,
11	and correct transcript of my stenotype notes thereof.
12	Dated at Visalia, California, on
13	Wednesday, December 11, 2019.
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16	Darlinda R. Compean
17	Darlinda R. Compean, CSR No. 13094
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	Page 20

&	455 2:6,19	advertisers 12:19	b
	5	advertising 18:17	
& 12:16,17	-	affiliated 8:24	b 2:11 12:16,16 17:24
1	5 1:11 4:2	agencies 12:19	back 17:1
1 1:25 8:15	510-3906 2:21	ago 9:16	background 8:21
1036 4:19	5:00 5:7 19:10 5th 4:17	agree 7:21	ballot 17:4
10:10 4:2		agrees 9:1	bank 11:7
10:11 4:18	6	alert 7:20	based 15:16
10:30 19:7,16	6th 5:7 19:10	allow 12:9	basis 15:3,8
10th 5:2	7	allows 16:15	becerra 4:7 19:14
11 20:13	703-5500 2:7	aloud 7:24	behalf 4:6 19:12
11000 2:6,20	8	amenable 17:16	believe 18:7,24
11397 20:16		angeles 2:13	beneficial 10:16
11th 4:24 9:18	8 3:7	announced 5:5	benefits 12:10
12 3:9 8:23	82 13:19	answer 5:22	best 6:6,7
13094 1:24 20:17	9	answers 17:12	bliley 11:19
1341 4:25	90013 2:13	anybody 19:2,4,6	blume 2:18 4:15
17 3:11	94102 2:7,20	appearances 2:1	break 8:8
1702 2:13	a	appears 8:10	breaks 8:7
1st 13:2,9,23,25	a.m. 4:2,18 19:7	applies 11:23	briefly 11:14
2	19:16	approaching 7:17	broader 11:21
2 12:12	able 7:8 17:15	arguments 18:12	brought 6:8
20 1:25	18:3,15,19	article 14:22	browser 16:19,24
2019 1:11 4:2,17	access 15:16 17:25	arts 18:4	bryan 3:11 17:23
4:24 5:2 19:10	18:5	assembly 4:19	building 4:19 13:4
20:13	account 11:7	assist 7:19	built 17:3
2021 13:25	act 4:10 5:16,17	assistant 2:18 4:15	burden 14:7
213 2:14	11:19,20 19:9	assured 10:17	burns 4:18
2550 4:19	active 16:22	attendees 7:4	business 7:16
269-6369 2:14	activities 7:9	attorney 2:5,12,19	15:22 16:6
3	ad 12:20 14:13	4:7,15,16 5:2 6:23	businesses 10:9,21
30 7:20 8:8	adapt 17:10	17:15 19:13	15:23 16:8 17:7,9
300 2:12	add 7:23 8:4 13:18	audience 19:3	17:11
300,000 8:22	15:11	audio 6:2	С
3621714 1:23	addition 11:23	august 4:24	c 4:4 8:19 12:15
4	14:5	available 11:9	calculate 15:4,7,21
	additional 5:8	avenue 2:6,19	california 1:12 2:3
4 3:5	10:9 12:9 13:18	average 10:19,24	2:7,10,13,16,20
41 4:25	14:3,14		4:1,6,9,20,23 5:15
415 2:7,21	administrative		5:16 8:23 11:19
	5:16,17 6:20		

[california - disclosures]

14:14 18:21 19:8	close 17:7 19:8	concerns 9:8	csr 1:24 20:17
20:1,6,12	cmac 17:25	12:23 15:6 16:17	currently 11:25
call 7:12	cochair 12:19	conclude 8:11	d
car 15:13,14	collected 11:24	confusing 11:17	d 2:5 3:1 4:4
card 7:16,19	12:2	14:10	
care 12:22	collection 14:5	confusion 14:6	darlinda 1:24 20:5 20:17
carpenter 3:7 8:17	collective 18:1	16:25	data 9:22 10:6
8:18	combine 14:18	conservative 9:3	12:18 15:2,5,9,9
cars 15:15	come 7:12 8:14	consider 6:12	12.18 13.2,3,9,9
case 16:22	coming 8:16	10:24	date 10:11 13:16
cases 13:6,11 15:9	comment 5:24	consistency 10:17	13:17,23,24
cause 16:25	6:11,15,25 8:5,18	constitution 18:21	dated 20:12
ccp 4:23 5:9	11:14 19:7,9	consumer 4:9,11	dates 9:10,15
ссра 1:2 5:12 9:9	comments 5:6,11	10:2,19 11:3	days 9:18 13:19
9:15 10:8,9,17	5:18,20 6:4,8,13	14:11 15:23 16:2	deadline 5:6
11:18,21,23 12:8	7:22,25,25 8:11	16:23 19:9	december 1:11 4:2
12:24	19:6,11	consumer's 15:2,5	4:17 5:7 19:10
central 8:23	common 11:2	15:8	20:13
certified 20:5	communities 18:3	consumers 9:2,6	decide 10:20
certify 20:6,9	community 17:25	10:1,16 11:11	decision 16:2
challenges 16:8	companies 12:20	12:10 14:7,16,20	defined 11:21
17:17	12:20 13:3,7,12	15:13 18:13,14	delayed 10:13
changes 6:22	14:8 15:7,18	contact 7:5,6	delaying 16:20
charge 18:19	16:19,23 17:16	control 18:14	department 2:3,10
check 7:3 11:8	18:19	conveying 12:23	2:16 4:6,11 6:12
chilling 18:10	company 15:13	сору 6:20	6:14 19:13
choices 14:13	compean 1:24	correct 20:10,11	deputy 2:5,12 4:16
16:24	20:5,17	counties 8:23	description 15:4
choose 9:6	compelling 18:11	county 20:2	designed 15:12
clarification 9:11	compile 6:15	couple 13:21	designing 10:21
12:5	complete 6:19	course 15:20	desire 16:1
clarify 6:1	complex 9:19	court 6:3,7 7:16	desires 19:6
clarity 10:17 12:5	complexities 10:9	8:9	detailed 9:20
13:11 17:1	compliance 8:19	covered 9:12	developing 9:23
clear 14:16,19	10:11,17 13:4	11:25	dialogue 5:23
16:24	compliant 9:20	covers 12:1	difficult 15:7
clearly 6:6 10:7	comply 10:5 11:13	create 6:7 14:6	diligently 13:1
client 12:22	12:7 17:19	18:6	direct 14:16,19
clients 12:19,24	concern 15:22	created 14:2	director 17:25
16:11	concerned 14:24	credit 8:20,21 9:1	disclosures 9:23
	16:11	9:5,21	10:15 11:2

[display - honor]

display 14:9	entire 6:19	financial 8:22 10:4	general's 5:2 6:23
displayed 14:14	entitled 5:10 20:8	11:4,19 12:21	17:15
dispute 11:5	equipment 18:5	14:23,25 15:11,15	getting 15:16
documents 5:1,10	especially 18:3	18:23	give 6:9 8:3
doj 2:4,10,16	essentially 13:21	find 14:17	given 10:8
doj's 5:9	estate 11:10	firm 12:16	giving 13:21
doj.ca.gov 2:8,14	estimate 15:2	first 8:13 9:14	go 14:15,16,20
2:21	evaluating 15:24	13:14 16:8	goes 8:9
doj.ca.gov. 19:12	example 15:14	five 7:18	going 15:11 17:1,3
draft 13:3,17	examples 12:6	follow 5:25	golden 2:6,19
,	exceeding 13:6	following 5:22	good 4:5 8:15,15
e	executive 17:25	foregoing 20:8,9	8:17 12:13,14
e 3:1 4:4,4 8:19,19	exemption 9:12	form 15:3	15:2 17:8,18,22,23
12:15,15,15,16,16	11:15	format 5:10 10:22	gramm 11:19
17:24 19:11	exercise 11:12	forms 9:23	great 17:9
early 13:20	exhibits 3:14	forth 17:1	group 12:18
easier 11:12,13	existing 10:8	forward 17:14	guaranteed 18:21
easily 18:15	11:16,22	four 5:4 19:1	guardrails 17:2
easy 10:18	express 18:9	fourth 5:4	guidance 12:9
educated 16:2	expressing 18:20	francisco 2:7,20	13:11
education 8:25	expression 18:8	fraudulent 11:5,6	h
educational 8:20	extend 13:15	free 18:11	
eecu 8:21	extended 9:15	freedom 18:8	h 17:24
effect 18:10	10:12 13:24	freely 18:9	half 9:16
effective 5:11 9:10	extending 9:10	fresno 1:12 4:1,18	harley 3:11 17:23
9:14 10:11	13:16	4:20 8:20 18:2	17:24
efforts 17:18	f	20:2	health 12:21
eighty 9:18		friday 5:7	hearing 1:2,10 2:3
eleanor 2:18 4:14	facilitate 16:16	friends 12:24	4:8,12 5:14,18 6:2
eleanor.blume	17:13	front 12:25	6:4,5,9,14 7:11
2:21 elective 11:15	facilities 18:6	full 7:14 20:9,10	8:9,12 19:8
	fact 13:19 facts 7:22	fully 9:5,25 10:10	hearings 5:5 held 5:15 11:9
employees 8:20 empower 18:2	faith 15:2 17:18	12:7	
-	far 12:3	funds 11:9	help 6:6 16:1
encourage 15:12 ends 6:11 19:10	fatigue 14:1,2	further 5:13 20:9	helpful 10:16 12:6 13:11 14:10
enforcement 2:4	federal 11:18	g	helping 17:16
2:10,17 9:10,15	feel 7:23	g 4:4	highest 9:2
10:12 13:16,17	film 18:7	g 4.4 gate 2:6,19	highly 10:5 12:21
engage 5:23	final 6:17,18,21	general 2:5,12,19	holding 7:19
engage 5.25 ensure 11:11	10:13 13:9,9,20	4:7,15,16 19:13	honor 16:23
18:14	16:5	т.7,13,10 17.13	10101 10.23
10.14	10.3		

[hope - new]

hope 17:16	innovations 12:18	leach 11:19	mean 9:22
hoped 12:5	inquiries 10:2	lee 3:9 12:14,14,15	meaning 16:12
hugh 4:18	institution 10:4	left 7:20	media 17:25 18:4
i i i i i i i i i i i i i i i i i i i	intend 5:22	legal 10:25	18:4
	intending 7:10	legislative 5:14	medical 10:24
icon 14:13	intent 12:8	lesser 11:13	member 6:10 9:4
identified 7:14	interest 7:21	limit 5:20	members 8:22
identifier 16:14	interested 5:3 6:25	limited 5:25	mentioned 12:17
identify 7:14	internal 15:24	lingo 10:23	mentioned 12.17 met 10:20
16:12,15	interpretation	link 14:6,12	method 15:4,20
impacted 12:24	11:17	links 14:18	microphone 7:13
implement 10:10	introduced 13:5	lisa 2:11 4:16 7:19	7:17 8:14 12:13
13:8,22	inventorying 9:22	lisa.kim 2:14	17:22 19:2
implementation	invite 12:12 17:21	little 8:21 15:10	millions 15:15
9:22 14:7	issue 7:24	located 7:3 18:1	minute 8:8
importance 9:3,24	issued 9:17	location 14:19	minute 0.0 minutes 7:18
11:13	j	loeb 12:16,16,17	mission 18:2
important 10:7		12:17	model 9:11 10:15
incentive 14:23,25	j 12:15	long 8:10 11:8	11:2,8
15:3,11,15 16:3	january 13:2,9,23	look 17:2	modifications 9:23
include 12:19	13:25	looking 17:14	money 17:8
included 6:17	javier 4:7 19:13	looks 15:19	months 10:13
includes 15:1	jessica 3:9 12:14	loopholes 18:17	13:22
including 5:10 8:8	job 1:23	los 2:13	morning 4:5 8:15
inconsistent 11:18	justice 2:3,10,16	loss 18:11	8:15,17 12:13,14
individual 15:8	4:7 19:13	lot 15:17 16:25	17:22,23
individual's 15:9	k	17:8	multiple 16:25
15:17 individuals 16:10	kim 2:11 4:16	louder 5:25	n
individuals 16:10 industries 10:21	kind 14:16,19	lunch 8:9	n 3:1 4:4 8:19
10:22	know 7:7 14:8	m	n 3:14:48:19 17:24
industry 11:4	15:10 16:23 17:11	m 2:18	name 4:10 7:6,14
inform 16:21	1	mailed 5:3 19:11	8:18 17:23
information 5:11	l 12:15,16,16	making 4:22	nature 5:15
5:13 7:5,7,23 9:2	17:24	making 4.22 mall 4:19	necessarily 15:23
9:3,5,7,12 10:3	lane 14:16	manner 11:24	17:13
11:15,20,20,24	large 15:12	mariposa 4:19	need 7:24 8:7 9:11
12:1 14:17,20	lastly 8:7	marked 3:14	10:9 18:9,12,13
15:17,18,21 17:5	law 4:11 6:20 9:15	material 7:2	needed 10:2
18:8,16	12:15	matrix 15:25	new 7:1,23 9:23
initiative 17:4	lawyers 17:9	matter 20:8	13:5,8 17:4,10
	_		

[nondiscrimination - put]

nondicarimination	anal 5.24 9.1 5	$p_{10000} = 5.126.50$	proceedings 1.12
nondiscrimination	oral 5:24 8:1,5	please 5:12 6:5,9	proceedings 4:13
11:10	19:6	7:7,12,16,22 8:6	20:8,10
nonprofit 18:1	order 18:8	8:13	process 5:9,12
notes 20:11	organization 7:15	podcasts 18:7	13:4 19:15
notice 4:22,24,25	18:1	point 6:1 13:14,18	processes 13:22
5:5 7:8 14:1,2,3,4	organizations	14:1,4,23 16:18	production 18:5
14:5,15	16:21	17:5 19:1	profession 10:25
notices 5:4 9:11	original 9:21	points 4:21 9:10	professional 10:24
10:15,18,22 11:1,2	outside 7:3	16:5	program 15:12,13
11:5,8,10,11 14:9	р	policies 9:24	15:16
notification 6:21	p 4:4 8:19	policy 14:13	programs 14:24
notify 6:24	p.m. 5:7 19:10	possible 6:7	14:25
noting 17:7	pacific 5:7 19:10	posted 5:1,8 6:23	proposal 4:22
number 4:19,25	page 3:3 4:25	potential 14:2,13	proposed 4:9 5:19
7:11,12 8:6,15	pages 1:25	potentially 15:10	5:20 6:22 7:1 9:9
12:12 13:5 15:6	part 6:5	practice 12:18	9:16,20 12:4 19:8
16:7,17 17:21	participating	practices 9:4	proposing 7:2
18:25	19:14	preferred 10:22	proprietary 15:21
numbers 15:12	particular 12:23	prepare 6:16 13:1	protect 18:22
0	particularly 14:25	17:10	protecting 9:1
o 4:4 12:16,16	17:12	prescriptive 16:4	protection 2:4,11
obligation 14:18	parties 5:3 18:16	present 4:14 19:5	2:17 11:3
15:1	partner 12:15,17	20:7	protections 18:13
obligations 13:5,8	pdf 5:10	presented 6:4	provide 7:5,8,16
14:3,21 17:14	pennies 15:10	previously 16:22	8:11 10:16 12:5
obviously 15:7	people 18:2	prior 7:22 13:15	12:18 15:1 18:5
october 5:2 9:18	period 6:11 19:10	privacy 2:4,10,17	19:6
offered 13:10	person 10:24 12:2	4:10,11,16 9:12	provided 6:13,25
office 6:20 8:1	16:13,14,15	10:6 11:16,20	provides 8:22
17:15	personal 9:2 11:15	12:4,17 14:5,13,14	providing 7:6
officer 2:3 4:12	11:20,23 18:10,15	14:20 18:10,11,13	public 1:2 5:4,14
8:19	persons 6:24 8:24	18:18,20,20 19:9	5:18 6:11,13
old 18:3	11:24 19:5	privacyregulations	publication 10:13
once 6:18	pertaining 5:18	19:12	published 4:23
00000 19:18	10:6	privilege 18:18	publishers 12:20
open 19:1	pertinent 7:23	probably 13:20	punishing 17:18
opportunity 8:3	place 14:9,19	procedure 5:16,17	purpose 5:17
8:18	17:13	5:21	pursuant 5:15
opt 15:13 16:7,10	places 14:15	procedures 9:24	11:15
16:13,16,24 18:15	plan 13:4	proceeding 8:8	put 17:4
	_		

[quasi - stacey.schesser]

	nogulatory 4.04	notontian 10.6	short 10.6
q	regulatory 4:24	retention 10:6	short 18:6
quasi 5:14	reiterate 13:14	review 6:12	shorthand 20:5
question 5:25	related 5:1	revisions 7:1,8	show 18:6
questions 5:22	relationship 12:3	right 9:6 18:20	sign 7:4,5
13:12 17:11	relatives 8:25	rights 10:1 11:11	signal 16:21
r	released 13:3	11:12 18:20	signals 16:19,24
	relevant 6:12,15	risk 15:22	16:25
r 1:24 4:4 8:19,19	relied 7:2	rita 3:7 8:18	signature 20:16
8:19 17:24,24	remaining 8:2	room 4:19 7:4	signed 7:12 9:15
20:5,17	remarks 8:4	ruled 13:23	similar 11:21
raised 13:12	reported 1:24 20:7	rulemaking 5:1,4	single 18:16
raises 15:6	reporter 6:3,7	5:9,12,21 6:5,19	six 10:13
raising 16:7,16	7:16 8:9 20:6	7:9 19:14	skills 18:5
reaching 12:3	reporter's 1:10	rules 7:2,9 18:21	slower 5:25
read 7:24 10:18	represent 7:15	S	slowly 6:6
real 11:10	representing	s 4:4 12:15,15	solutions 10:11
really 13:10,21	12:22	sale 18:15	somewhat 11:16
reasons 6:17,18,21	request 13:15,16	san 2:7,20	south 2:12
receive 5:18	16:6 17:6	schesser 2:5 3:5	speak 5:24 6:6 7:6
received 7:11 8:5	requested 5:3	4:5,10 12:11	7:10,18,21 9:9
recommendation	requests 10:3	17:20 18:24	19:2,4
6:16	require 16:10	scope 13:6	speaker 7:18,20
recommendations	required 6:24	scope 13.0 second 8:4 14:1	7:22 8:14,15
6:13	requirement 14:4	second 8.4 14.1 seconds 7:20	12:12 13:15 17:21
record 4:17 6:5,7	15:1 16:16,18,20	section 4:11	18:25,25
6:19 18:12 19:7	17:3	sectors 12:22	speakers 7:4,19
recorded 6:2	requirements 9:19		8:2,3,10
regarding 4:8	10:10 12:8 13:6	secure 18:9	speaking 5:19
register 4:24,25	14:21,24	security 12:18	speaks 14:21
18:25	requiring 16:6	see 15:24 16:7	special 2:18 4:15
regulated 10:5	residents 18:22	seeing 19:5	specifically 13:16
12:21	resources 5:8	seen 13:12	specifies 5:17
regulations 4:9,23	18:23	sell 9:4 14:6,12	speech 18:11
5:19,21 6:22 7:1	respect 16:5	15:14,14	spell 7:14
9:9,13,17,20 10:5	respond 10:2	selling 16:9	spending 17:8
10:8,14 11:3,16,22	16:19 17:2	sense 16:9	spring 2:12 13:21
11:25 12:4,4 13:3	responded 8:1	serve 8:23	ss 20:1
13:10,17,19,24	response 5:23 6:16	services 8:22 11:4	stacey 2:5 4:10
14:3,22 17:10	responsibilities	share 18:4	stacey.schesser
19:9	10:1	shared 9:7,7	2:8
		sharing 9:4	

[staff - z]

staff 6:10 9:25	t	try 6:6	way 12:10 14:10
standard 10:20		trying 17:17	16:4,13,15,15
16:21 17:2	t 8:19,19	turn 8:2,4,11	we've 13:12 18:25
starting 4:25	table 7:3	tv 18:6	wealthy 18:18
state 7:14,22 12:25	take 8:3,7	two 5:10 9:18	website 5:2,9 6:23
20:1,6	targeted 18:17	10:12 14:22 16:5	9:22
statement 3:3 6:17	teach 18:4	u	wednesday 20:13
6:18,21 20:10	teachers 8:24		welcome 4:8
states 10:18	tech 12:20	unauthorized 11:6	work 10:8 11:4
statute 9:21 13:7	technology 17:13	11:7	17:15,17
stenotype 20:11	tell 11:5,8	unclear 11:16	working 13:1
stenotypy 20:7	terms 11:18,21	underserved 18:3	worth 15:9
step 18:16	thank 4:5 8:16,17	understand 9:19	worthwhile 16:3
stories 18:4	12:10,11 17:19,20	9:25 10:7,10	write 10:25
street 2:12	18:23,24 19:14	11:11 16:1,22	writing 6:14
strengthened	thereof 20:11	17:3	written 5:6,23 6:4
18:22	think 14:1,6 16:3	understandable	6:8 7:24,25 19:9
strong 18:13	third 14:23 18:16	10:19,23	19:11
strongly 18:7	three 17:21	unified 16:20	www.oag.ca.gov
struggling 13:7,13	thursday 1:11 4:2	uniform 11:10	5:12
14:8 15:18	4:17	union 8:20,21 9:1	X
students 8:24	tie 16:14	9:5,21	
subject 11:17	time 4:18 5:7 7:21	unit 2:4,11,17 4:11	x 3:1
subjective 10:20	8:2,13 9:18 10:7	4:16	У
submit 6:9	10:10 12:9 13:2	unnecessary 14:7	y 17:24,24
submitted 6:19	17:8 19:11	unverified 16:6	year 9:16
7:25	tips 5:10	user 15:8	years 10:12
submitting 5:6,11	today 4:14,17 5:4	uses 11:18	young 18:2
suggest 14:17	5:19 6:9 8:5,16	utmost 9:24	Z
16:19	today's 4:8,12	V	z 4:25
suite 2:6,13,20	5:14 6:2 7:10	value 15:2,4,8,11	L 4.2J
summary 6:15	tools 10:2	15:16,21	
12:7	training 9:25 transaction 12:1	verify 16:12	
supervising 2:5		video 18:6	
support 12:7	transactions 11:6	visalia 20:12	
supports 9:5	11:6,7 transcribed 6:3	visit 5:12	
sure 16:9		W	
surveillance 18:10	transcript 1:10 6:3 20:11	waiting 8:10	
	treat 16:6,10	wanting 8.10 want 12:7,25	
	true 20:9,10	15:14,14 16:23	
	uue 20.9,10	13.17,17 10.23	