

Press Coverage | August 18, 2025

California Bills Near Passage: Universal Opt-Outs, Location Privacy and AI

David Stauss, a partner in Troutman Pepper Locke's Privacy + Cyber Practice Group, was quoted in the August 15, 2025 *Privacy Daily* article, "[California Bills Near Passage: Universal Opt-Outs, Location Privacy and AI](#)."

David Stauss, a privacy attorney with Troutman Pepper, said AB-566 has his attention due to its potentially large impact on the adtech industry. The bill is about "the role of adtech" and its treatment "in the fifth-largest economy in the world," he told us. "I don't know that tweaks" like carving out mobile "solves the advertising industry's fundamental concern with" how requiring opt-out preference signals could affect revenue generation. Even so, said Stauss, AB-566 appears to have "traction."

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Stauss said he's following 23 California AI bills that could affect the private sector, on an array of topics including algorithmic discrimination, health care, provenance and disclosures. "There's a lot going on here and the landscape could be very different" after September, when it's decided which bills will become law, he said.

Stauss highlighted an algorithmic-discrimination bill (AB-1018) by Assembly Privacy Committee Chair Rebecca Bauer-Kahan (D) that's now in Senate Appropriations (see 2507160030). It's not the only active bill that would govern automated decision-making technology (ADMT), noted the lawyer: If one or more of them become laws, "a lot of thought" will be needed from a compliance perspective on how they will interact with the CPPA's recently approved ADMT regulations, which could get a final OK by the state by September's end (see 2508120025).

"We've talked for years about interoperability between states," but soon it could be about interoperability between the CPPA and state lawmakers, said Stauss. "There's just this gathering storm."

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