

ESSENTIAL FUNCTIONS DUTY STATEMENT

CPPA HR-002

Classification Title: CEA A	Branch/Division/Bureau: Public and External Affairs Division
Working Title: Assistant Deputy Director – Delete Act	Office/Unit/Section/Geographic Location: Sacramento
Position Number (13 Digit): 411-140-7500-002	Conflict of Interest Position: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES
RPA Number:	Work Schedule: Monday – Friday, 8:00 a.m. – 5:00 p.m
Employee Name:	Effective Date:

CORE VALUES/MISSION: The California Privacy Protection Agency (CPPA)'s mission is to protect Californians' consumer privacy. The CPPA implements and enforces the California Consumer Privacy Act (CCPA). Its responsibilities include: 1) rulemaking in a highly complicated, technical, sometimes contested, and nuanced area; 2) supporting awareness across California's diverse population on issues related to privacy and data security, including the new rights provided to them by the law; and 3) preparing for meaningful administrative enforcement of those rights.

POSITION CONCEPT:

Under the administrative direction of the Deputy Director of Public and External Affairs. This position provides program oversight for the implementation of the Delete Act and serves as the primary advisor to the executive team on all Delete Act related matters. This role is responsible for the program design, operation, compliance, enforcement coordination, stakeholder engagement and outreach. The position oversees the opt out platform ensuring all system components comply with legal requirements and meet user experience standards. It also leads the development of communication strategies and supervises staff assignments to support effective program delivery.

SPECIAL REQUIREMENTS:

This position is designated under the Conflict-of-Interest Code. The position is responsible for making or participating in the making of governmental decisions that may potentially have a material effect on personal financial interests. The appointee is required to complete Form 700 within 30 days of appointment. Failure to comply with the Conflict-of-Interest Code requirements may void the appointment.

ESSENTIAL FUNCTIONS

- 35% Program Leadership and Strategic Implementation of the Delete Act
Provide strategic leadership and oversight for the Agency's implementation of the Delete Act, ensuring alignment with statutory requirements and public policy goals.

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Serve as the primary advisor to the executive team on all matters related to the Delete Act, including program design, operations, outreach, compliance, and enforcement-referral strategy in coordination with the executive team. Direct and monitor the program's budget, staffing contracts, and resource allocation to support successful implementation and long-term sustainability. Represent the Agency in high-level engagements with stakeholders including, the CPPA Board, data brokers, consumer advocacy organizations, other state entities, and the legislature. Collaborate with the Legal, IT, and Policy & Legislation Divisions in the Agency to implement the Delete Act, including development and amendment of regulations, development and maintenance of DROP system functionality, and program adjustments due to changes in legislation, as necessary. Coordinate with Enforcement Division to ensure alignment between statutory requirements and program priorities, and enforcement referrals, investigations, and prosecutions. Oversee adoption, implementation, and amendment of all program-related policies and procedures, including DROP system operation, consumer response and appeal protocols, and data broker engagement standards.

30% Delete Request and Opt-out Platform ("DROP") Oversight & Administration

In coordination with the Legal, Administration, and IT divisions, oversee all procurement, design, testing, and deployment for DROP, including system updates, maintenance, and redesign as appropriate. Ensure all DROP system components and operations meet applicable requirements under state law, including the Delete Act, the Information Practices Act, and state procurement requirements. Prepare and regularly update a detailed project plan, to include a timeline for DROP deployment, maintenance, and education, intra-Agency review and external presentations. Prepare reports, briefing materials, and public updates for executive leadership and oversight bodies based on DROP system performance and metrics. Manage user experience research, accessibility compliance, and complaints.

20% Outreach & Education

Responsibility and oversight for all outreach and education information prepared for the DROP system and Delete Act, including program descriptions and updates for consumers and data brokers made through a variety of communication tools. Prepare and review talking points, informational materials, and other external communication content related to Delete Act/DROP for Agency use and reference. Support the development of communication strategies, training materials, and outreach efforts to ensure successful adoption of DROP by data brokers and consumers. Plan, promote and assist in the operation of outreach and education events relating to the DROP system and the Delete Act.

10% Supervision & Work Assignments

Recruits, hires, trains, develops, and provides managerial review of subordinate staff. Supervises and directs the work of subordinate staff by providing guidance, planning, assignment, and review of staff work in order to carry out implementation of the Delete Act. Collaborates and works closely with Legal and IT Division staff dedicated to Delete

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Act implementation, including coordinating review and deployment of all DROP system components, and triaging data broker and consumer complaints and concerns.

MARGINAL FUNCTIONS

5% Provide leadership for the Public and External Affairs division in the absence of the Deputy Director

WORK ENVIRONMENT OR PHYSICAL ABILITIES

- Professional office environment.
- Some travel may be required.
- Monday - Friday workweek with work outside of normal business hours, as needed. The position is part of a distributed team that involves teleworking and reporting to the office as needed/required.
- Daily and frequent use of computer and variety of office software applications.
- Ability to occupy office workstation for extended periods of time.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Health & Safety Analyst.)

Employee Signature

Date

Printed Name

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

Supervisor Signature

Date

Printed Name