

SENATE BILL 354 (LIMÓN)

INSURANCE CONSUMER PRIVACY PROTECTION ACT OF 2025

California Insurance Code Section 792 et seq.

California's legacy insurance privacy laws have not kept pace with the changing insurance marketplace. There is a significant lack of oversight into how much data licensees collect, what purposes it can be used for, who it can be shared with, and how long it can be retained.

SB 354 (Limón) is a comprehensive bill that strengthens California's existing insurance consumer privacy laws, while building out key provisions that enables our laws to keep pace with modern business practices.



**CONSUMER
PROTECTION**



TRANSPARENCY



ACCOUNTABILITY



SB 354 ENHANCES CONSUMER PROTECTIONS

How would this Act protect me as a consumer?

SB 354 would protect California consumers whose personal information is processed in connection with insurance transactions. This bill seeks to strengthen consumer protections regarding how insurance licensees & their third-party service providers collect, process, retain, and share consumers' personal information by enhancing California insurance consumers' privacy rights to include the:

- C** • **Right to CONSENT (by OPTING-IN)** to the sharing of consumers' personal information by licensees for purposes unrelated to insurance transactions
- A** • **Right to AMEND (or CORRECT)** inaccurate personal information that licensees have about consumers
- K** • **Right to KNOW (or ACCESS)**
 - the reasons for adverse underwriting decision(s) in the event your insurance policy or coverage is cancelled, non-renewed, or rescinded (among others);
 - the categories of personal information that are processed;
 - the categories of sources from which consumers' personal information is collected, and to identify recipients when such information is shared;
- E** • **RIGHT to EXERCISE consumer privacy rights free from retaliation** to ensure that consumers have reasonable access to their privacy rights
- D** • **Right to DELETE** inaccurate or unnecessary personal information that licensees have about them

SB 354 INCREASES TRANSPARENCY

Why should data privacy matter within the scope of insurance?

More than almost any industry, insurance companies require significant amounts of personal information from consumers in order to properly manage risks. Increasingly, insurance licensees are using sophisticated technologies to collect and process consumers' personal information, which has increased the volume and sensitivity of personal information that licensees collect about consumers. The absence of modern insurance privacy laws leaves consumers vulnerable.

I share a lot of personal information publicly, so why should I be concerned about my privacy?

Consumers deserve to control how their personal information (i.e. your name, drivers' license number, social security number, internet activity, text messages, etc.) is used and shared. This Act ensures licensees only collect & use personal information that is relevant to what consumers expect (or consent to) in the course of an insurance transaction.

SB 354 ENSURES ACCOUNTABILITY

Will my insurance premiums go up if SB 354 is enacted?

SB 354 protects consumers from retaliation by insurance licensees in the event that you choose to (or attempt to) exercise your insurance privacy rights.

If enacted, what recourse would consumers have if insurance licensees or third-party vendors are out of compliance with this Act?

If consumers believe that their rights have been violated under this Act, SB 354 would provide consumers with a means to seek assistance by contacting the [California Department of Insurance](#). The Department may further investigate and thereafter, impose penalties and fines - ranging from \$5,000 to upwards of \$1,000,000, or as prescribed under this Act.

When would the Act be effective?

If enacted, SB 354 would be effective as of January 1, 2026. Licensees will be provided with five (5) years to implement its Records Retention & Deletion Policy from the effective date of this Act.

HOW YOU CAN SUPPORT SENATE BILL 354

1 Download & Customize the [SB 354 Letter of Support Template](#)

- Email your completed Letter of Support to our team at Innovation@insurance.ca.gov; OR
- Submit your Letter of Support online to the [California Legislature Advocacy Portal](#)

Submit by 5 PM (PST) July 1!

2 Share & support on social media!

- Download the [social media graphics](#) and [toolkit](#)

Contact Us

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