# California pioneers legal protections for brain data under new law signed by Governor Newsom



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**Sacramento, CA** — In a landmark move to safeguard Californians' privacy, Governor Gavin Newsom signed into law on Saturday transformative legislation designed to protect brain data from potential misuse by neurotechnology companies. This significant step addresses emerging concerns surrounding the sensitive nature of neural data, particularly as consumer technology products increasingly venture into the realm of cognitive health and mental well-being.

The burgeoning industry of neurotechnology has seen a proliferation of consumer products promising to assist in various cognitive functions. These include applications designed to aid meditation, enhance focus, and treat mental health conditions such as depression. These technologies often involve monitoring and recording brain data, which contains critical information about a person's thoughts, feelings, and intentions — essentially mapping the intricate workings of the human mind.

The newly enacted law amends the existing California Consumer Privacy Act (CCPA), extending its protections to include "neural data" under the category of "personal sensitive information." This expansion covers data generated by an individual's brain activities and the complex network of nerves extending throughout the body, ensuring this highly personal information receives the same level of protection as other sensitive data types.

Senator Josh Becker, a Democrat representing California, sponsored the bill and expressed his enthusiasm for the new legislation. "I'm very excited," he stated. "It’s important that we be up front about protecting the privacy of neural data — a very important set of data that belongs to people.”

The bill enjoyed universal support, passing both the California State Assembly and Senate without any opposition. This unanimous endorsement highlights the collective recognition of the critical need to secure such deeply personal information from potential exploitation.

As neurotechnology continues to evolve and intersect with aspects of daily life and health, this proactive measure sets a precedent, aiming to ensure that individuals retain control over their neural data while mitigating risks associated with its misuse. By integrating these protections into state law, California reaffirms its commitment to leading on issues of digital privacy and the safeguarding of personal data against technological encroachment.

Governor Newsom's signing cements California's position at the forefront of privacy legislation, echoing the state's history of pioneering comprehensive data protection laws. With this enactment, California continues to navigate the complexities of digital privacy in an increasingly connected and technologically advanced society.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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* <https://www.yahoo.com/news/california-enacts-law-protect-brain-224303315.html> - Supports the extension of consumer privacy protections to include brainwave data and the rights granted to individuals under the new law.
* <https://techxplore.com/news/2024-10-california-law-brain.html> - Confirms the classification of 'neural data' as protected personal information and the involvement of the Neurorights Foundation in the bill's passage.
* <https://www.nytimes.com/2024/09/29/science/california-neurorights-tech-law.html> - Details the types of consumer tech products involved in collecting brain data and the unanimous support the bill received in the California State Assembly and Senate.
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* <https://sd13.senate.ca.gov/news/in-the-news/september-29-2024/california-passes-law-protecting-consumer-brain-data> - Quotes Senator Josh Becker on the importance of protecting neural data and his role in sponsoring the bill.
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* <https://techxplore.com/news/2024-10-california-law-brain.html> - Discusses the potential for devices to tap into and manipulate individuals' feelings or thoughts and the future implications of neural data collection.
* <https://www.nytimes.com/2024/09/29/science/california-neurorights-tech-law.html> - Highlights California's role in technological innovation and the significance of safeguarding neural data in the state.
* <https://www.theverge.com/2024/9/29/24257619/california-aims-to-protect-your-brain-data-with-a-new-law> - Provides context on the evolving nature of neurotechnology and its intersection with daily life and health.
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