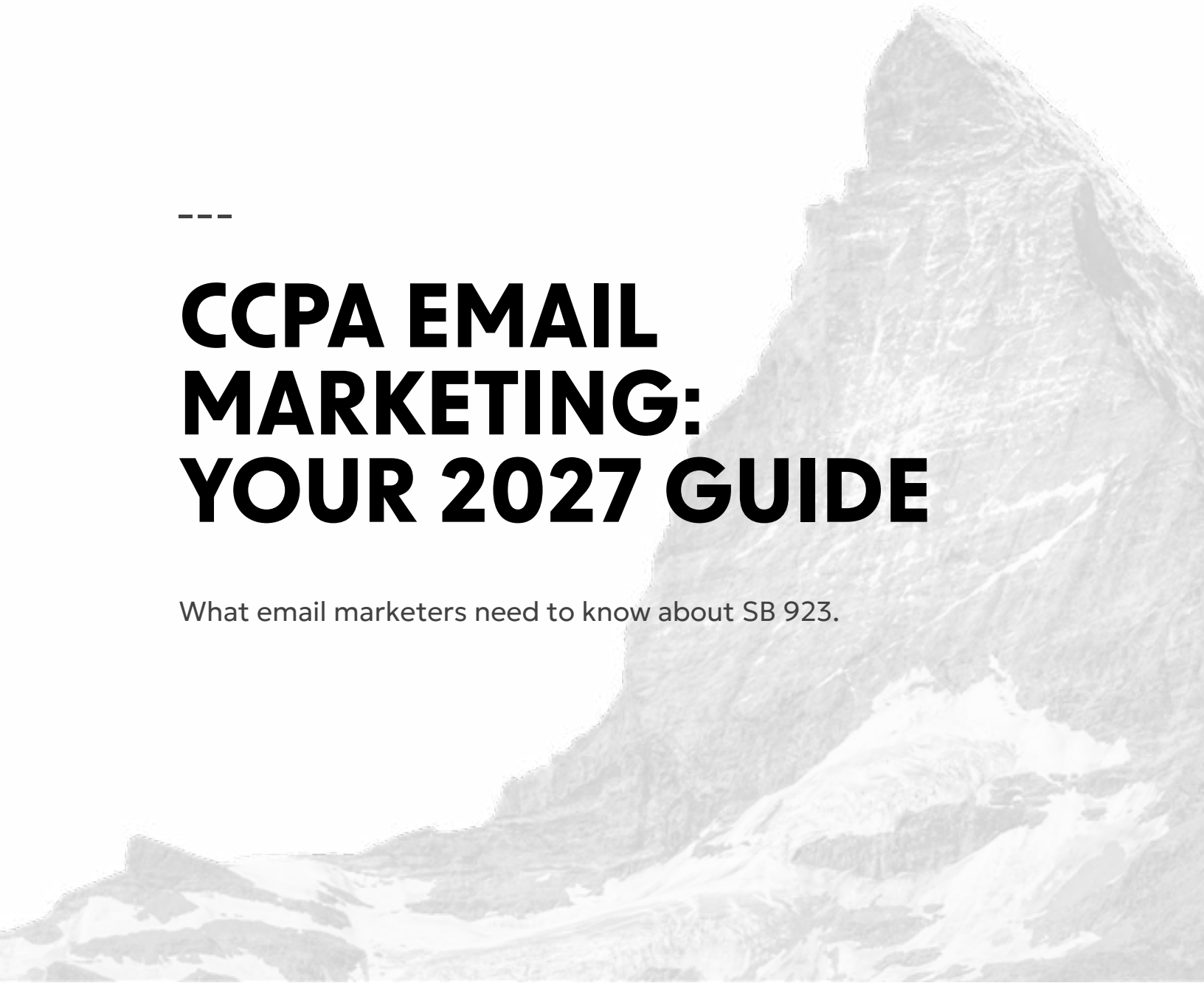
TOWER

CCPA EMAIL MARKETING: YOUR 2027 GUIDE

What email marketers need to know about SB 923.



1. Does the CCPA Apply to Your Business?

Generally, a for-profit organization must do business in California and meet at least 1 applicable threshold:

$26.625M

Revenue threshold for 2025–2026

$100K

California consumers or households

50%

Revenue from selling or sharing personal info

Thresholds are subject to statutory details and inflation adjustments. Check current California guidance.

2. What's Changing on January 1, 2027?

Expanded right to delete

Covered businesses must address personal information collected from or about consumers.

Online privacy requests

Certain online-only entities must offer both an email address and an online method for applicable requests.

Prevent deleted data from returning

Limited retention of request records and the minimum information needed to keep data deleted is permitted under the law's conditions.

© TOWER MARKETING

3. What are CCPA Fines and Penalties?

The California Privacy Protection Agency (CPPA) and the California Attorney General can take enforcement action against businesses that violate the CCPA.

Type of violation	Maximum administrative fine
Standard violation	$2,663 per violation
Intentional violation	$7,988 per violation
Violation involving a consumer under 16 when the business has actual knowledge of their age	$7,988 per violation

4. What Should Email Marketers Do?

— Document where contact data comes from.

— Review how information moves between your ESP, CRM, website, and vendors.

— Establish a reliable process for handling deletion requests.

— Prevent deleted contacts from being reimported or reused improperly.

— Use clear signup language and retain appropriate consent records.

5. Why Build Your Own Email List?

An owned, permission-based list gives your business better visibility into how contacts were acquired and a stronger foundation for lasting customer relationships.

Tower can help with email platform setup, list maintenance, automation, and marketing workflows.

This guide is an overview, not legal advice. *CCPA coverage and obligations depend on the company and its activities. Consult current California guidance and legal counsel regarding your organization's specific needs.*

Need help with your CCPA email marketing strategy? Tower can help.

Keep Your Business Compliant

© TOWER MARKETING