

SAN FRANCISCO  
FILED



**OFFICE OF THE CONTROLLER**  
CITY AND COUNTY OF SAN FRANCISCO

Ben Rosenfield  
Controller

Todd Rydstrom  
Deputy Controller

Mr. John Arntz  
Department of Elections  
City Hall 1 Dr. Carlton B. Goodlett Place Room 48  
San Francisco, CA 94102-4689

August 13, 2018

RE: Proposition B - Charter amendment creating a Privacy First Policy

Dear Mr. Arntz,

Should the proposed charter amendment be approved by the voters, in my opinion, it would have a minimal to moderate impact on the cost of government, depending on the practices used to implement aspects of the privacy policies described in the amendment.

The proposed amendment establishes a Privacy First Policy to provide guidance to the City when considering the adoption of privacy-protective laws, regulations, policies, and practices, including 11 principles which constitute the policy. The amendment may not be implemented in a manner that is inconsistent with voter-approved ordinances regarding privacy, open meetings, or public records.

By May 31, 2019, the City Administrator would propose an ordinance establishing criteria and rules for the collection, storage, sharing, and use of personal information for City practices, including when entering into contracts with third parties and when issuing permits, licenses, and other entitlements. The cost to implement the proposed charter amendment is dependent on decisions that the Board of Supervisors make through the legislative process to enact a Privacy First Policy ordinance.

Sincerely,

*for* Ben Rosenfield  
Controller