



201 4TH STREET, SUITE 102  
OAKLAND, CALIFORNIA 94607  
TELEPHONE 510.658.0702

## Consumer Privacy Rights Fund – Request for Proposals 2023

### About the Consumer Privacy Rights Fund

The Consumer Privacy Rights Fund was launched in 2002 with *cy pres* payments from Union Bank and Cal Fed Bank. Since that time, the Fund has secured *cy pres* awards from more than a dozen class action settlements and used these funds to enable millions of dollars in grants to non-profit organizations dedicated to protecting Americans' rights to privacy. The 2023 grants opportunity is enabled by a *cy pres* award from the *In Re Google LLC Street View Electronic Communications Litigation* class action settlement. (Case No. 10-md-02184-CRB) which included allegations that Google violated the federal Wiretap Act in gathering Wi-Fi network data with its Street View car fleet.

### Key Information:

- This is a grant application opportunity for proposals that **advance internet privacy for individuals**.
- Applications are due **October 13, 2023 at 5pm Pacific Time** and must be submitted via Rose Foundation's online application system at <http://www.rosefdn.org/onlineapplication>
- The maximum allowable grant request is **\$150,000**
- Applicants are encouraged to seek funding for projects starting January 1<sup>st</sup>, 2024 or later.
- Award and decline notifications will be sent out by December 2023.
- **Read the entire RFP below for full details regarding this grant application opportunity.**

### Purpose of the Fund

The **Consumer Privacy Rights Fund** supports privacy protection and privacy education efforts. This grant cycle will be conducted in accordance with the requirements set by the Google Streetview Litigation consent decree.

### Eligibility Criteria

Applicant must meet all of the following criteria in order to qualify for this fund:

- The applicant must demonstrate expertise in consumer education or advocacy, especially related to consumer privacy rights.



- The applicant must be a 501(c)(3) nonprofit or be fiscally sponsored by a 501(c)(3) nonprofit. Nonprofit colleges, universities, university clinics and graduate programs are eligible to apply, but university overhead is limited to 5% of grant award.
- An applicant's principal place of business must be in the United States.

## Scope of Allowable Projects and Prohibited Activities

- **Proposals must relate primarily to supporting and enhancing individual consumer's internet privacy rights.**
- **It is anticipated that eligible proposals may include, but not be limited to, the following issues or focus areas; preference will be given to proposals which focus on these, or similar, areas:**
  - Collection or use of people's personal data without their consent.
  - Surveillance and other intrusive behaviors, including surveillance of protestors, and surveillance technologies such as facial recognition software and cell-site simulators ("stingrays").
  - Recording or monitoring internet communications without consent, including illegal recording.
  - Transparency with regards to the decision-making and use of personal data in artificial intelligence (AI).
  - General support for organizations that are primarily or wholly dedicated to advancing consumer privacy rights.
- Project strategies or activities may include, but are not limited to:
  - Policy and/or regulatory development, implementation, and advocacy, including related research. However, "pure research" projects are discouraged – project proponents should articulate an action component describing how any research activities will be used to advance privacy protections.
  - Educational events for legislators and other policy-makers to help them understand pertinent issues.
  - Legal advocacy, including case development and litigation.
  - Public education or organizing.
  - Development of privacy-enhancing technologies.



- Advocacy or educational projects are encouraged to **focus on specific goals and/or sectors** of the general public, and should **articulate at least some level of immediate outcomes** which are achievable within the grant period.
- Projects which create educational materials (guides, videos, worksheets, websites, etc.) should clearly state the existing need for the resource, why it is not duplicative of existing resources, why you think your resource would be effective, and a plan to distribute the resource to its intended audience.

### **Additional Preference Will Be Given To:**

- Proposals which specifically serve vulnerable populations including low-income communities, people of color, students, veterans, immigrants, and non-English speakers conducted by organizations that have a demonstrated track record of working with these communities.
- Proposals which address current and emerging issues and advance the field of consumer privacy rights.
- Proposals from organizations with experience in the field of privacy rights, or who have primary project partners with that experience.
- Applicants who can clearly define their desired outcomes and express quantitative and qualitative metrics that will measure progress made towards those outcomes during the grant period – in other words, proposals with clear project goals, clear metrics to measure progress, and a clear and specific workplan.
- Proposals which have the potential to impact significant numbers of people.
- Proposals with a clear advocacy strategy to protect and promote consumer privacy rights.

### **Prohibited Activities**

Applicants may not use this grant funding to engage in the following activities:

- Electioneering or other political or religious activities prohibited by IRS 501(c)(3) regulations.
- Activities primarily targeted or conducted outside of the United States.

### **Application Process**

Applicants must apply via the Rose Foundation's online grant application portal. It is anticipated that the application process will be highly competitive. It is expected that many proposals may be for 12-month grant periods; however, multi-year proposals are



encouraged where appropriate. **The maximum allowable total request is \$150,000, even for multi-year proposals.**

You must register your organization with our online grants system to apply (if you have previously applied for a grant from Rose Foundation, you may use your existing log-in information). **No application materials will be accepted by email, fax, or any other means besides the online system.** To register, you will need the organization's name, tax ID number, website, address, telephone number, email address, mailing address, contact person's name, and position. Your email address will be your logon ID and you will set up a password. Visit our online grants system here to get started:  
<https://rosefdn.org/onlineapplication>.

Once you log in to the online system, click "Apply" near the top left of your screen. Scroll to the heading "Consumer Privacy Rights Fund 2023". Click "Apply" on the right side of your screen to get to the application.

In the application, you will have the opportunity to write a detailed description of your proposed project or general support request, including importance and relevance of the project, workplan, outcomes and evaluation methods, staff and board lists, references, full financial information (including project budget, organizational budget, income and expense statement, and organizational contributors), as well as other information. A PDF of the application questions is available here: <https://rosefdn.org/consumer-privacy-rights-fund>

## **For Further Information**

Jodene Isaacs, Mitigation Funds Director: [jisaacs@rosefdn.org](mailto:jisaacs@rosefdn.org)

Gabriel Rosenstein, Grants Administration and Contracts Lead:  
[grosenstein@rosefdn.org](mailto:grosenstein@rosefdn.org)

For more information about the Rose Foundation's Consumer Privacy Fund, please visit Rose Foundation's website: <https://rosefdn.org/consumer-privacy-rights-fund>