



April 20, 2021

The Honorable Connie M. Leyva
California State Senate
State Capitol, Room 4061
Sacramento, California 95814

Dear Senator Leyva:

On behalf of the Purple Campaign, I write in support of Senate Bill 53, which will establish legal protections against “cyber flashing.” The incidence of technology users receiving unsolicited sexually explicit images and videos is on the rise, and it is important to adopt and implement policies to combat this new form of harassment.

The Purple Campaign’s mission is to address harassment by implementing stronger policies and establishing better laws to creating lasting change within workplaces and communities. By making it unlawful to send unsolicited sexually explicit material by electronic means, SB 53 will help address technology-based sexual harassment. Importantly, from our perspective, this initiative represents important progress in advancing policies consistent with the Purple Campaign’s work to address harassment through our framework of reduction, response, rethinking, and rebuilding.

Reduction addresses policies and practices aimed at preventing instances of harassment from occurring in the first place: those that pertain to transparency about policies and handling of incidents, and proactively creating shared norms and expectations. SB 53 is important in establishing norms and consequences for behavior that is clearly unacceptable and would therefore help reduce harassment by creating clear expectations about problematic conduct.

Our response efforts address policies and practices aimed at ensuring that workplaces and communities fairly and adequately respond to instances of harassment when they do occur: those that pertain to reporting misconduct, establishing fair investigation procedures, and ensuring appropriate corrective action is taken in response to substantiated allegations. Passage of SB 53 would establish clear consequences for people who harass others by sending unsolicited sexually explicit images and videos and provides a clear framework for how stakeholders should respond to instances of online harassment that occur despite prevention efforts.

Rethinking means we must work toward adopting policies and practices aimed at combatting harassment from a broader perspective: those that pertain to tackling the intersectionality of harassment and leveraging existing Diversity, Equity, and Inclusion efforts. Independent analyses and research demonstrate that women of color are not only more likely to be subjected to harassment but also less likely to be believed when they report and that 7 out of 10 LGBTQ+ individuals have been sexually harassed at work. These statistics demonstrate the need to take strong measures to address harassment through an intersectional and multidimensional lens.



Finally, rebuilding refers to the Purple Campaign's efforts to establish shared norms and expectations across industries and throughout communities by developing a corporate certification program and establishing better public policies and laws. Passage of SB 53 would help rebuild by creating a clear policy that applies throughout California and which can serve as a model for other states and municipalities that are looking to combat online harassment.

On behalf of the Purple Campaign, I'd like to thank you for your leadership on this important issue and lend our strong endorsement to the passage of SB 53.

Sincerely,

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President
The Purple Campaign