

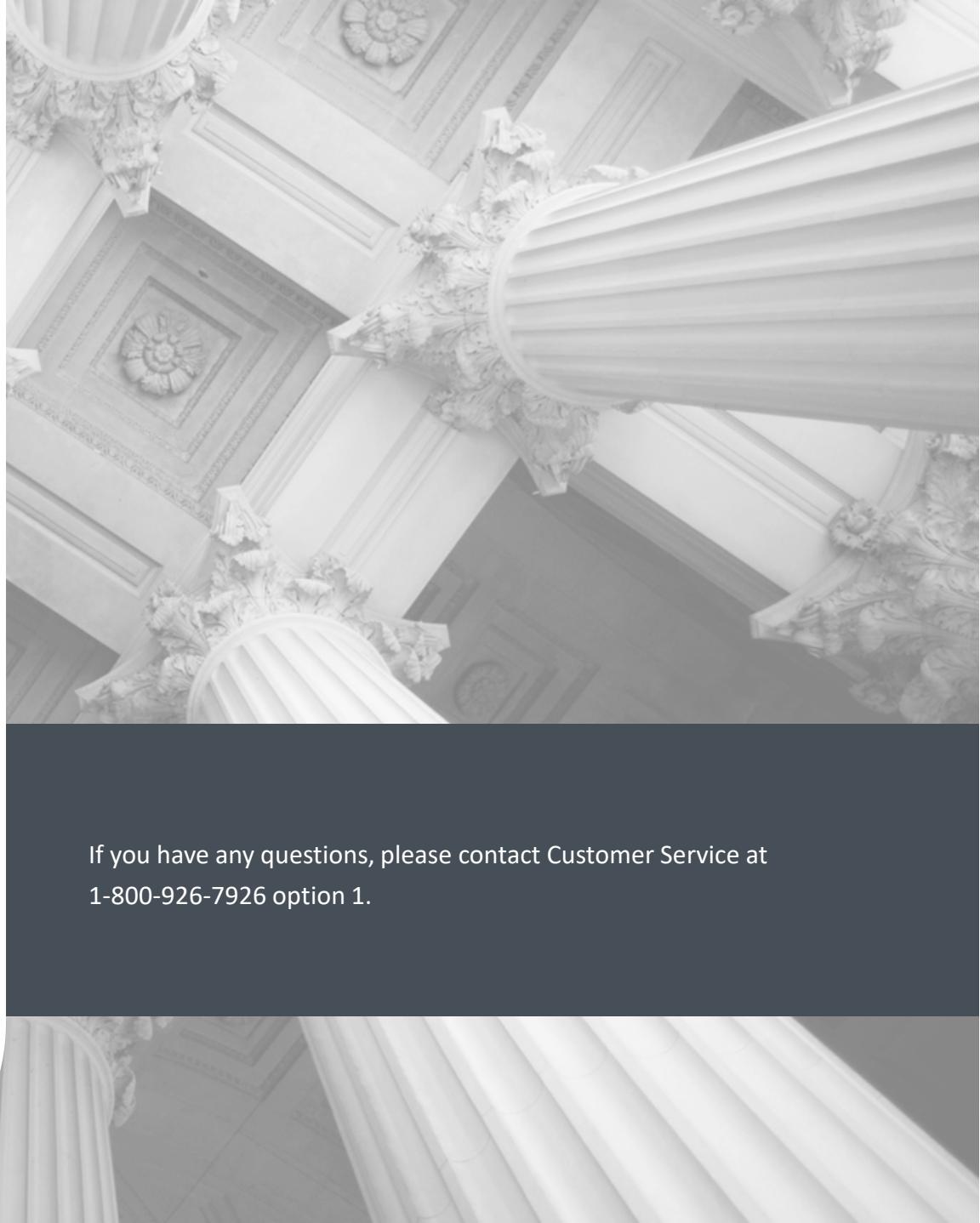
*Presenting a live 90-minute webinar
with interactive Q&A*

New California Cybersecurity and Data Privacy Laws: Increased Compliance Obligations; Heightened Enforcement Risks

WEDNESDAY, JANUARY 7, 2026

1pm Eastern 12pm Central 11am Mountain 10am Pacific

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If you have any questions, please contact Customer Service at
1-800-926-7926 option 1.

2026 Consumer Privacy, AI and Cybersecurity Update with a Focus on California

January 7, 2026

Speakers



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Agenda

- State CPL Overview
- CA Reg Updates
- CA AI-related Laws
- Teen Privacy and Safety
- CA Data Broker Law and Delete Act
- Question
- Appendices:
 - State CPL Exceptions
 - State CPL Comparisons

State Consumer Privacy Laws

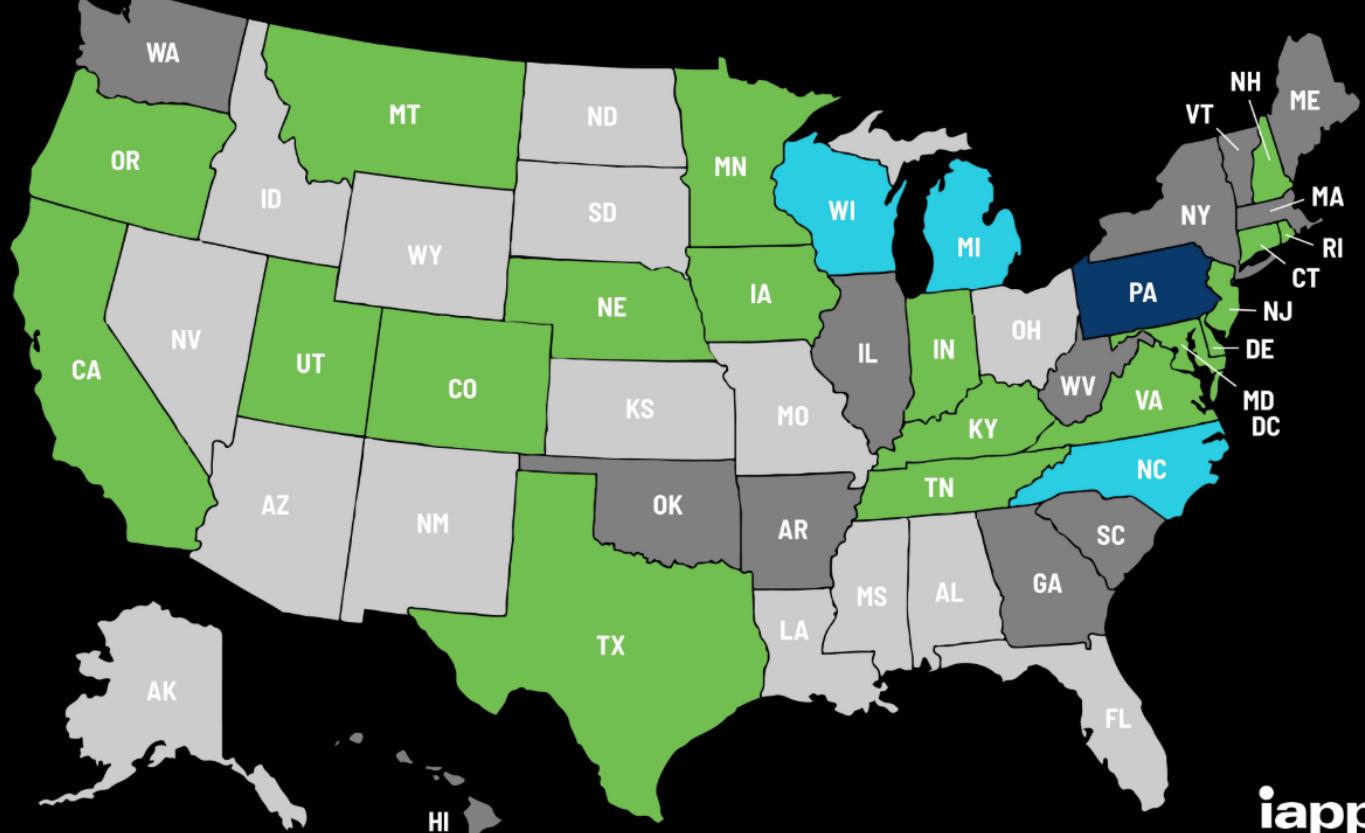
19 states have omnibus privacy laws; 20 if you count FL

US State Privacy Legislation Tracker 2025

Statute/bill in legislative process

- Introduced
- In committee
- In cross chamber
- In cross committee
- Passed
- Signed
- Inactive bills
- No comprehensive bills introduced

Last updated 24 Nov. 2025



iapp

State Consumer Privacy Law (CPL) Applicability

California

- “Do business (for profit)” in state
- Meet one of three thresholds
 - Gross global annual revenue over \$25 million (adjusted for inflation)
 - Buy, sell, or share the personal information of 100,000 or more California residents or households; or
 - Derive 50% or more of their annual revenue from selling California residents’ personal information
- Covers consumers, B2B contacts, employees, applicants, contractors

Other states*:

- “Do business” in state OR produce products/services targeted at state residents, AND
- Collect/process certain # of state residents’ PD (typically 50k to 100k)
(there are some nuances to this)

*Some states do not have # thresholds (NE, TX)

- Generally, cover only traditional consumers
- Some cover non-profits

Covered Data

- **Personal information or personal data** is broadly defined as information that identifies or can identify, or is linked or reasonably linkable to an identified or identifiable natural person.
- Personal information does not include information that is publicly available, deidentified, or (in CA) aggregated.
 - But does cover inferences based thereon
- California identifies specific categories of personal information:
 - Identifiers, such as name, address, IP address, email, passport number, etc.;
 - Personal records, such as name, phone number, and other identifiers;
 - Commercial information, including records of property, products, or services purchased;
 - Biometric information;
 - Internet or other electronic network activity;
 - Geolocation data;
 - Sensory data, such as audio, electronic, visual, thermal, or similar information;
 - Professional or employment-related information;
 - Education information that is not publicly available;
 - Sensitive personal information (separately defined);
 - Inferences drawn from any of the above.

Sensitive PI/PD

“Sensitive personal information” means:

(1) Personal information that reveals:

- (A) social security, driver's license, state identification card, or passport number.
- (B) account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account.
- (C) precise geolocation.
- (D) racial or ethnic origin, citizenship or immigration status, religious or philosophical beliefs, or union membership.
- (E) contents of a consumer's mail, email, and text messages unless the business is the intended recipient of the communication.
- (F) genetic data.
- (G) neural data.

(2) (A) The processing of biometric information for the purpose of uniquely identifying a consumer.

(B) Personal information collected and analyzed concerning a consumer's health.

(C) Personal information collected and analyzed concerning a consumer's sex life or sexual orientation.

- Opt-out: CA, UT, IA
- Opt-in: Remainder of states
- Subject to processing exceptions
 - Requested services
 - Security
- Maryland
 - No sales of sensitive information
- TX and FL
 - Special notice for sale of sensitive
- CA and OR considering banning sales of location data
- CO requires deletion or inoperability if consent is withdrawn

Key Features of State Privacy Laws

- Privacy Policies content requirements
 - Especially CA and CO
 - + CA “pre-collection notice” requirements
- Data and Entity level exclusions
- Specific contract language with service providers/processors; CA has contract requirements for “sale” recipients
- Data subject rights
- Non-discrimination (except Utah)
- Data protection/risk assessments
 - Except Iowa and Utah
- Data security requirements
- Data minimization and proportionality of use (no secondary uses)

Unique Features

- Minnesota:
 - CPO and data mapping
- California:
 - Cybersecurity audits
 - Data inventory and third party tech assessment requirements
- Connecticut
 - Consumer Health Data (CHD) Controller
 - Controls data about physical or mental health including gender affirming care, reproductive health, or sexual health care
 - WA and NV have stand-alone CHD laws
- Colorado
 - Extensive biometric processing requirements
 - Including in HR context
- Tennessee
 - NIST affirmative defense
- Differences in consumer rights
- Different treatment of children and teens

Data Subject Rights

- Right to confirm whether controller is processing the consumer's personal data and access the data
- Right to correct inaccuracies in consumer's personal data
- Right to delete personal data *provided by or obtained about* the consumer (varies by state)
- Right to data portability (provided controller not required to reveal a trade secret or violate others' privacy)
- Right to opt-out of the processing of the personal data for purposes of targeted advertising and certain profiling and ADMT (CA)
 - Unless, for profiling/ADMT, appeal (CA) or human intervention (CO)
- Right to opt-out of sale and sharing for targeted advertising (CA – "CCBA")
- Right to obtain a list of (specific or categories of) third party recipients of personal data (handful of states)
- Right to question the result of profiling (MN) and access ADMT info (CA)
- Limit Sensitive PI processing (CA) (FL)

Access and Confirm Processing Rights

- All U.S. State Privacy Laws provide a right to access PI/PD
- California right of access requires of:
 - Categories of third parties receiving disclosure of PI
 - Categories of third parties receiving sales of PI
- Colorado requires list of all third parties to whom controller disclosed biometric information
- RI online service PII sales recipient disclosure in online notice
- All U.S. State Privacy Laws require controllers to provide information about third-party recipients of the data.
- Generally a “disclosure” is different than a “sale” and disclosures between two controllers without a direct consumer interaction might be deemed a disclosure to a third party even if not a sale
- Four of the State Privacy Laws (Oregon, Delaware, Maryland, and Minnesota) specifically require controllers to provide a right to obtain a list of either specific third parties or categories of third parties

Right to Access/Portability

- Most state privacy laws contain the right to obtain a copy of data
- CA has a unique lookback provision
- A few states limit portability to personal data processed by automated means
- No obligation to retain just for future consumer access
- States with portability requirements require controllers to provide copies in a usable format
- Colorado: additional information required for responses to access requests if the request includes biometric information
- Exceptions
 - Trade Secrets
 - Disproportionate Effort
 - Privilege
 - Rights of others

Right to Correct

- All U.S. State Privacy Laws (except Utah and Iowa) provide a correction right for consumers
- Implementation requirements are not clear in most states
- Indiana's right to correct only applies to information provided by the consumer to a controller
- Florida allows denials if a controller uses a self-service mechanism
- California
 - Does NOT extend to PI that belongs to or is maintained on behalf of another person
 - Businesses must consider the totality of the circumstances to decide whether a correction is needed
 - Must instruct service providers to correct within their systems
- Colorado
 - Generally, includes similar requirements to California
 - Does not enumerate factors for the totality of circumstances test

Right to Delete

- All U.S. State Privacy Laws create rights to delete, subject to very broad legitimate purposes exceptions
 - CA, UT and IA only if collected from the consumer
 - Responsible for SP/P deletion
 - Legitimate retention exceptions, but only for so long as the exempt purpose continues
- California's requires passing down deletion requests to third parties if the initial disclosure was a "sale" or "share"

Right to Opt-Out Sale/Share/Target

- Most state privacy laws grant consumers a right to opt-out of the **sale** of their personal information
- California additionally allows consumers to opt out of the *sharing* of their personal information for CCBA
 - Proposal to expand for also “behavioral advertising” pulled
- The other states apply opt-out to processing for “targeted advertising”
- States vary regarding use of Opt-out Preference Signals (OOPS) or Universal Opt Out Mechanisms (UOOM)
 - Cookie challenges
 - Symmetry of choice
 - IAB MSPA signal program
 - Opt-in for “children” / “teens”

Privacy Enforcement & Litigation Risks

1. CCPA:
 - a. \$632,500 civil penalty to Honda for violations of data subject rights provisions
 - b. \$345,178 civil penalty to clothing retailer Todd Snyder for failure to process opt-outs
2. CA AG :
 - a. \$1 million civil penalty to Sophora for cookie issues
 - b. \$1.55 million civil penalty to Healthline.com for failure to process opt-outs and failure to adhere to purpose limitation principles
 - c. \$530,000 civil penalty to SlingTV for tracking and targeting violations on streaming TV
 - d. \$1.4 Million civil penalty to Jam City for age gating and opt-out deficiencies in mobile apps
3. Other California actions include:
 - a. \$46,000 against a Florida databroker for failure to register with the Agency
 - b. An agreement with a California databroker to shut down in CA
 - c. \$425 million verdict against Google in a suit that alleged it violated the privacy assurances in its Web and App Activity setting.
4. CIPA – wiretap and trap and trace
5. Texas:
 - a. filed the suit against Allstate for collecting data from drivers without their consent
 - b. reached a \$1.4 BILLION settlement with Meta for its collection of biometric information without informed consent
 - c. settled with Google for \$1.375 BILLION for location tracking and facial recognition lack of consent claims
 - d. sued SmartTV manufacturers for unfair tracking and data sales, including to China

CA New and Amended Regulations

- California's CCPA (CalPrivacy) finalized a sweeping rulemaking package implementing regulations regarding ADMT, risk assessments and cybersecurity audits.
 - On July 24, the Board approved the draft regulations.
 - On September 25, the Board advanced the OAL-approved updates.
- Finalized implementation schedule:
 - ADMT requirements – Jan 1, 2027
 - Security Audits – Depends on size of business
 - Data Processing Risk Assessments:
 - Activities initiated on or after Jan 1, 2026 are subject to risk assessments
 - Documentation for activities before that effective date, but continuing after, not required until December 31, 2027 and filing due on April 21, 2028
 - Other amendments – as of the 1/1/26 effective date
 - See details at: <https://www.privacyworld.blog/2025/05/revised-draft-california-privacy-regulations-lessen-impact-on-business/#more-12777>

CCPA's ADMT Regulations

Applicability

Automated
decision-making
technology
processing PI

&

Used for a
significant decision
concerning a
consumer

Definition of “Automated Decisionmaking Technology” (ADMT)

- “any technology that processes personal information and uses computation to replace human decisionmaking or substantially replace human decisionmaking.”
 - “Substantially replace” means “a business uses the technology’s output to make a decision without human involvement.”
 - Human involvement is defined as requiring the human reviewer to:
 - Know how to interpret and use the technology’s output to make a decision
 - Review and analyze the output of the technology and other information that is relevant to make or change the decision; and
 - Have the authority to make or change the decision based on their analysis.

“Significant Decisions” – “~~access to, or~~ provision of denial of:

Health Care Services

Financial or Lending Services

Employment / IC Opportunities or Compensation

Education Enrollment or Opportunity

~~Insurance~~
~~Criminal Justice~~
~~Essential~~
~~Goods/Services~~

Housing

New ADMT Requirements

Pre-Use
Notice

Right to
Opt-Out*

~~Notice of
Adverse
Decision~~

Right to
Access

** Subject to exceptions such as permitted uses or if human appeal is offered*

Risk Assessments

- **Most of the state privacy laws require that Data Privacy Impact Assessments (DPIAs) of “high risk” data practices are documented and available for inspection**
 - Only Iowa and Utah do not contain this requirement
 - MN and CA (as part of 7123(b)(2)(E) auditing) require data inventories
- **Common elements (+ certain autoprocessing for inferences and training data in CA):**
 - Assessments must be performed before the processing activity occurs
 - Consider the following categories of risks:
 - **Sale / target / sensitive data processing**
 - **Profiling that presents risk of**
 - Unfair or deceptive treatment of consumers
 - Unlawful disparate impact on consumers
 - Financial, physical, or reputational injury to consumers
 - A physical or other intrusion upon the solitude or seclusion, or the private affairs or concerns, of consumers, where such intrusion would be offensive to a reasonable person
 - Other substantial injury to consumers

Risk Assessments

- Colorado (effective July 1, 2023)
 - The depth, level of detail, and scope will depend on the scope of the processing activity's risk, controller's size, and other factors, but:
 - 12 explicit inquiries
 - 12 additional if profiling
 - Involve all relevant internal stakeholders
 - Update the assessment as appropriate considering the processing activity (at least annually for profiling)
 - Provide to AG within 30 days of a request
- California
 - Must consider:
 - Categories of personal data (including sensitive personal information) processed
 - Operational elements of processing
 - Purposes of the processing
 - Benefits and negative impacts associated with processing (but not required to be included in the risk assessment report open to inspection)
 - Safeguards to address the negative impacts

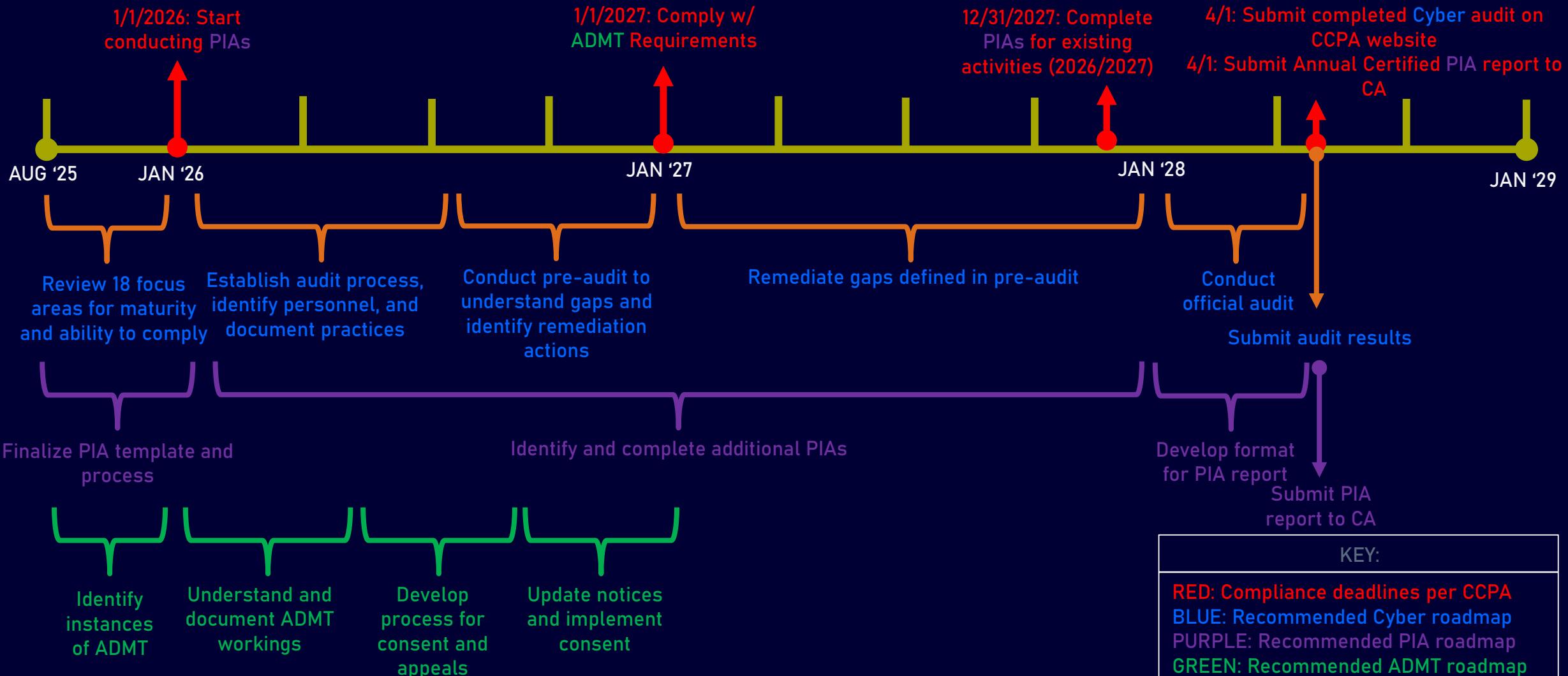
Cybersecurity Audits

- Phased in based on business size:
 - \$100M+, April 1, 2028
 - \$50M to 100M, April 1, 2029
 - Under \$50M, April 1, 2030
- Covers prior calendar year
- Very specific audit requirements
- Auditor must be qualified and objective
- Required data and processing technology inventories
- Requires documentation of audit reports
- Must file compliance certifications with CCPA

Compliance Timeline for Final CCPA Regs

(By: Ankura for BarBri)

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AI-Specific Laws

- CA AI Training Data Transparency Act (Civil Code Sec. 3110)
 - On or before 1/1/26, for Gen AI released on or after 1/1/20:
 - Developers must publish details on how it was trained
 - No risk assessment details
 - No error or bias testing
- CA Bot Disclosure
- CA AI Transparency (watermark)
- UT AI Disclosure (5/1/24)
- Product Liability
- Federal pull-back
- CO AI Act (eff. 6/30/26)
 - Deployers and Developers of HIAS have duties of care to protect from algorithmic discrimination
 - HIAS makes or substantial factor in consequential decision
 - Material legal or similarly significant effect
 - Risk Management
 - Program
 - Assessments
 - Predeployment and Adverse Decision Notices for HIAS and basic notice of other AI

HR and AI

• California

- CCPA ADMT and Assessments
- CA Civil Rights Council
 - As of Oct 1 must assess and prevent bias
 - Failure to do so can support discrimination claims'
 - No opt-out
- IL 103-0804 (HB 3773)
 - As of 1/1/26 cannot use AI in a manner that discriminates in employment
 - Usage notice required
- IL AI Video Interview Act
 - Notice of use and how it works
 - Consent requires
- NYC Local Law 144
 - Bias assessment for use for covered decisions
 - 'Pre-use notice required

Algorithmic Price Fixing (AB 325)

- Amends California's antitrust law, the Cartwright Act.
- Prevents the use of algorithms to coordinate pricing among competitors.
- Creates liability for efforts to coerce compliance with pricing tool recommendations.
- Clarifies the bar for plaintiffs pleading conspiracies under the Cartwright Act.
- Effective January 1, 2026.

Algorithmic Price Fixing (SB 763)

- Raises corporate criminal penalties to \$6 million.
- Creates new civil penalties of up to \$1 million in actions brought by state enforcers.
- In addition to existing remedies under California law.
- Effective January 1, 2026.

Implications of New Algorithmic Price Fixing Laws

- Statute does not define “coerce”.
- Statute does not require an agreement to establish coercion.
- Legislative materials suggest the term covers conduct that penalizes firms for declining to follow a recommended price.
- Lower pleading standard makes it easier for plaintiffs to survive demurrers – legislature rejects *Twombly* standard.
- New cumulative penalties are severe.
- Businesses using pricing algorithms should reassess their practices and compliance strategies.

AI Defenses (AB 316)

1. Precludes businesses involved in the development, modification, or implementation of AI from asserting AI autonomy as a liability defense.
2. Addresses scenarios where AI systems produce harmful outcomes by preventing defendants from deflecting responsibility based on the technology's independent decision-making capabilities.
3. Ensures that entities deploying AI technology remain accountable for resulting damages.
4. Effective January 1, 2026.

Implications of the New AI Defenses Law

- AI harms can include
 - misdiagnosis of a patient's illness
 - generating defamatory content
 - financial losses from an AI-driven investment platform.
- Defendants can still present other affirmative defenses and evidence relevant to causation, foreseeability, or comparative fault to argue against liability.
- Does not impose strict liability simply for using AI.
- Businesses using these tools must be prepared to defend liability at the developer or user level.

Transparency in Frontier AI Act (SB 53)

- First-of-its-kind AI legislation in the U.S. that requires large AI developers to publicly disclose how they plan to mitigate potentially “catastrophic risks” posed by advanced frontier AI models
 - (i.e., foundation models trained using a quantity of computing power greater than 10^{26} integer or floating-point operations).
- Critical safety incidents must be reported to the state’s Office of Emergency Services.
- Effective January 1, 2026.

Implications of New Transparency in Frontier AI Act

- Companies are allowed to redact sensitive information, such as trade secrets or national security details, from public reports, though the overall framework must still be made public.
- Businesses developing frontier tools must understand robust legal protections for employees and contractors who report safety concerns or violations to management, regulators, or law enforcement
- Whistleblowers are protected from retaliation and the option for anonymous reporting channels at large developers.
- The California Attorney General can impose civil penalties of up to \$1 million per violation for failure to comply with reporting and transparency requirements.

Amendment to the California AI Transparency Act (AB 853)

- Defers the California Transparency Act's operative date to August 2, 2026, providing an additional seven-month implementation period.
- Requires qualifying generative AI developers to offer detection tools for identifying AI-generated or AI-altered multimedia content.
- Enhances these obligations with dual provenance data requirements:
 - California-sold recording devices must incorporate optional authentication markers for human-created content (effective January 1, 2028);
 - social media and online platforms must disclose content sourcing information via provenance metadata (effective January 1, 2027).

Implications of Amendment to the California AI Transparency Act

- Companies must analyze whether they are categorized as generative AI providers, large online platforms, or capture device manufacturers in order to analyze compliance requirements and effective dates.
- Affected companies must invest in and implement technology that embeds and detects provenance data.
- Violations of the Act are enforceable by the California Attorney General and local prosecutors.
- Civil penalties can reach \$5,000 per violation per day of non-compliance.

Companion Chatbots (SB 243)

- Establishes specific requirements for companion chatbot platforms.
- Mandates disclosure when users may reasonably believe they are communicating with a human, implementation of protocols to prevent content promoting suicidal ideation or self-harm, and warnings that the platform may be inappropriate for minors.
- Enhanced protections apply when platforms have actual knowledge of a minor user, including mandatory AI disclosure, reminders every three hours of the chatbot's non-human nature, and reasonable safeguards against sexually explicit content generation.
- Effective January 1, 2026.

Implications of New Companion Chatbot Law

- Companies operating companion chatbots in California must assess their systems, revise policies, implement age-detection and content-filtering mechanisms, and develop data collection systems for required reporting to ensure compliance.
- Law creates a private right of action, allowing individuals harmed by a violation to bring a civil action.
- Exposes companies to potential lawsuits and significant penalties (damages of at least \$1,000 per violation, plus attorney's fees).

New CA Civil Rights Council (CRC) Regs

- Tools used for hiring, promotion, or training can't disproportionately harm protected groups (race, gender, disability, etc.) – prohibits disparate impact.
- Employers to maintain data on automated decision systems (ADS) for four years (previously two)
 - ADS include resume screening, interview analysis (voice, facial expressions), and cognitive/physical ability tests.
- Must offer accommodations for AI-based assessments
 - Assessment that elicit disability-related information before a conditional offer are considered unlawful medical inquiries requiring reasonable accommodations.
- Effective October 1, 2025.

Implications of New CRC Regs

1. Understand how existing anti-discrimination laws (FEHA) apply to new tech.
2. Inventory and identify all automated systems used in employment decisions.
3. Assess these tools for potential discriminatory impacts.
4. Understand third party liability for agents involved in decision making.
5. Update retention guidelines.
6. Perform “anti-bias testing or similar proactive efforts to avoid unlawful discrimination” prior to and after adopting an ADS to leverage affirmative defense.

Teens' Data - SCPLs

- CCPA and 8 other SCPLs have expanded treatment of minors' data beyond COPPA's U13 standard to various ranges of U18
- No actual knowledge of age required: the laws apply "willful[ly] disregard" or "knew or should have known" standards
- Most (including CCPA) require consent for sale/sharing and processing for targeted advertising
- MD and OR prohibit sale/targeted advertising of minor data (MD: U18, OR: U16); no consent exception

Online Safety Laws

COPPA

State
Consumer
Privacy Laws

Age-
Appropriate
Design Codes

App Store Age
Verification
Laws

Age Verification
+ Parental
Controls Laws

Social Media
Laws

Child/Teen-
Specific Privacy
Laws

UDAAP etc.

Select Online Safety Laws (cont.)

- AADCs:
 - CA: enjoined
 - MD: Subject to litigation but still in effect
 - VT and NE: Have not yet been challenged but likely on shaky ground
- COPPA-like State Laws (NY and AR): require actual knowledge of age OR directed at minors
- TX App Store Accountability Act: enjoined on Dec. 23, 2025
 - UT and LA laws effective mid-2026; CA law effective Jan. 1, 2027

California Data Broker Law

- California's original data broker law was established in 2019 by AB 1202.
- Required registration by data brokers. Public registry was maintained by office of the CA Attorney General.
- Defined data brokers as "a business that knowingly collects and sells to third parties the personal information of a consumer with whom the business does not have a direct relationship."
 - "Data Broker" term draws on CCPA definitions.

Requirements and Timelines under the Delete Act

- Oct. 2023: Delete Act (SB 362) Passed
- Jan. 1, 2024: data broker registration opened*
- July 1, 2024: new annual data broker public disclosure requirements effective
- CPPA Rulemaking – no specific timing requirements
- Jan. 1, 2026: CPPA must establish “accessible deletion mechanism.”
- August 1, 2026: Data brokers must begin processing deletion requests made through the accessible deletion mechanism.
- January 1, 2028: Data brokers must undergo an independent third-party audit (then, and every three years thereafter) to determine compliance with the data broker law.
- January 1, 2029: Registration submission will require data broker to state whether it has undergone the required audit, and if so, the most recent year that the data broker has submitted an audit report to the CPPA.

*under Delete Act as administered by CPPA

What Else Happened and What's Next?

- Dec. 2024: CCPA finalizes data broker registration regs
- Oct. 2025: Delete Act amended by SB 361
- Nov. 2025: CCPA's Regs re Accessible Deletion Mechanism – coined the Delete Request and Opt-out Platform ("DROP") – are approved. Effective Jan. 1, 2026.
- January 1, 2026 – DROP opens for consumers to submit deletion requests & data brokers to create accounts
- January 1-31, 2026 – Data brokers register through DROP
- Spring 2026 – API integration for data brokers opens
- August 1, 2026 – Data brokers download, process, and report status of deletion requests once every 45- days

Scope of Delete Act; Enforcement Details

- “Direct relationship’ means that a consumer intentionally interacts with a business. . . . A business is still a data broker if it has a direct relationship with a consumer but also sells personal information about the consumer that business did not collect directly from the consumer.” (11 CCR § 7601(a))
- “Each data broker must register, including subsidiaries of parent companies. Data brokers cannot rely on a parent or affiliated entity’s registration to “cover” them.” (CPPA Enforcement Advisory No. 2025-01.)
- Potential Fines:
 - Failure to register = \$200 per day
 - Failure to comply with deletion requests: \$200 *per request per day*

Plus expenses incurred by the CCPA in the investigation and administration of the action.

California Data Broker Delete Request and Opt-Out Platform (DROP) Regulations

- **California**
 - requires data broker registration, published on state website
 - will launch a single consumer opt-out request mechanism, which data brokers must check and delete PI of any consumer that matches As of 2025, just under 500 entities are registered as a data broker
- **CA developing a state-run global opt-out system**
- **Texas recently amended its data broker law to broaden applicability and increase requirements for data brokers**
- **Other states have less robust data broker laws**
 - NV, VT, and OR
- **Vermont and Texas include cybersecurity requirements in their registration laws**
- **Significant enforcement action in CA, OR and TX**

Questions?

SPB Data Privacy Resources

Powered by SPB



Empower your data strategy with Squire Patton Boggs' comprehensive suite of privacy and cybersecurity tools — designed to help you navigate complex regulations and safeguard digital assets with confidence.

Privacy World Blog



Stay ahead of global data privacy trends with Privacy World Blog — your trusted source for expert analysis, legal updates, and practical guidance in an ever-evolving digital landscape.

AI Law & Policy Hub



Explore the future of law and technology at the Squire Patton Boggs AI Hub — your gateway to expert insights, legal innovation, and strategic guidance on artificial intelligence.

Appendix 1

State	Key Categories of Organizational Level Exemptions
<u>California Law</u>	<ul style="list-style-type: none">• Providers of healthcare governed by the CMIA and covered entities under the HIPAA only to the extent the provider or covered entity maintains patient information in the same manner as medical information under the CMIA or protected health information under the HIPAA• Business associates of a covered entity governed by the HIPAA, only to the extent the business associate maintains, uses and discloses patient information in the same manner as medical information under the CMIA or protected health information under the HIPAA• Any nonprofit organization that do not fit the definition of “business”
<u>Virginia Law</u>	<ul style="list-style-type: none">• Any body, authority, board, bureau, commission, district, or agency of the state or of any political subdivision of the state• Financial institutions subject to the GLBA• Covered entities or business associates subject to the HIPAA• Institutions of higher education• Nonprofit organizations, i.e., any corporation organized under the Virginia Nonstock Corporation Act (§ 13.1-801 et seq.), any political organizations, organizations exempt from taxation under the IRC that is identified under Va. Code Ann. § 52-41, and any subsidiary or affiliate of entities organized in pursuant to Chapter 9.1 of Title 56
<u>Colorado Law</u>	<ul style="list-style-type: none">• Financial institutions or affiliates governed by the GLBA• National securities associations registered under the SEC Act• Air carriers, as defined in and regulated under 49 U.S.C. § 40101 and § 41713 <p><i>Non-profits are <u>not</u> exempt.</i></p>
<u>Utah Law</u>	<ul style="list-style-type: none">• Government entities or third parties acting on behalf of the government entities (as defined in the Utah Code § 63G-2-103)• Tribes• Financial institution or an affiliate of a financial institution governed by the GBLA• Covered entities and business associates subject to the HIPAA• Institutions of higher education• Non-profit corporations (defined in § 16-6a-102)

Appendix 1

<u>Connecticut Law</u>	<ul style="list-style-type: none">• Body, authority, board, bureau, commission, district or agency of this state or of any political subdivision of this state and any person who has entered into a contract with any body, authority, board, bureau, commission, district or agency while such person is processing consumer health data on behalf of such body, authority, board, bureau, commission, district or agency pursuant to such contract.• Financial institutions subject to the GLBA• Covered entities and business associates subject to the HIPAA• Institutions of higher education• Nonprofit organizations that are exempt from taxation under Section 501(c)(3), 501(c)(4), 501(c)(6) or 501(c)(12) of the IRC• National securities associations registered under the SEC Act• Nonprofit organizations that are exempt from taxation under Section 501(c)(3), 501(c)(4), 501(c)(6) or 501(c)(12) of the IRC• National securities associations registered under the SEC Act
<u>Iowa Law</u>	<ul style="list-style-type: none">• State or any political subdivision of the state• Financial institutions or affiliates of financial institutions subject to the GLBA• Covered entities and business associates subject to the HIPAA• Institutions of higher education• Nonprofit organizations that are exempt from taxation under Section 501(c)(3), 501(c)(6), or 501(c)(12) of the IRC, or <u>state</u> law and any organization exempt from taxation under Section 501(c)(4) of the IRC that is established to detect or prevent insurance-related crime or fraud <p><i>Most non-profits are <u>not</u> exempt.</i></p>
<u>Indiana Law</u>	<ul style="list-style-type: none">• State agency, or a body, authority, board, bureau, commission, district, or agency of any political subdivision of the state• A third party under contract with a state or local government entity, when acting on behalf of the entity• Financial institutions or affiliates subject to the GLBA• Covered entities and business associates subject to the HIPAA• Institutions of higher education• Nonprofit organizations that are exempt from taxation under Section 501(c)(3), 501(c)(6), or 501(c)(12) of the IRC• Public utilities (as defined in <u>IC 8-1-2-1(a)</u>) or service company affiliated with a public utility

Appendix 1

<u>Tennessee Law</u>	<ul style="list-style-type: none">· A body, authority, board, bureau, commission, district, or agency of the state or of a political subdivision of the state· Financial institutions or affiliates subject to the GLBA· Covered entities and business associates subject to the HIPAA· Institutions of higher education· Nonprofit organizations meaning a corporation organized under the Tennessee Nonprofit Corporation Act, an organization exempt from taxation under the IRC, a public utility organized under the laws of the state, or an entity owned or controlled by a nonprofit organization· Individuals, firms, associations, corporations, or entities licensed in Tennessee as insurance companies· Consumer reporting agency or furnisher that provides information for use in a consumer report, and a user of a consumer report, but only to the extent that the activity/processing of the information is regulated under the FCRA
<u>Montana Law</u>	<ul style="list-style-type: none">· Body, authority, board, bureau, commission, district, or agency of this state or any political subdivision of the state· Financial institutions or affiliates subject to the GLBA· Covered entities and business associates subject to the HIPAA· Institutions of higher education· Non-profit organizations that are exempt from taxation under Section 501(c)(3), 501(c)(4), 501(c)(6) or 501(c)(12) of the IRC· National securities associations registered under the SEC Act
<u>Florida Law</u>	<ul style="list-style-type: none">· State agency or political subdivision· Financial institutions subject to the GLBA· Covered entities and business associates subject to the HIPAA· Postsecondary education institutions· Nonprofit organizations that are exempt from taxation under the IRC or a political organization

Appendix 1

Texas Law	<ul style="list-style-type: none">State agency or a political subdivision of the stateFinancial institution subject to the GLBACovered entities and business associates subject to the HIPAAInstitutions of higher educationNonprofit organizations, i.e., a corporation organized under the Texas Business Organizations Code Chapters 20 and 22, and the provisions of Title 1, to the extent applicable to nonprofit corporations, a political organization, organizations exempt from taxation under the IRC (including § 501(c)(19)) and organizations exempt from taxation under the IRC § 501(c)(4) that is identified under TX Insurance Code § 701.052 (a)Electric utilities, power generation companies, or a retail electric providers as defined by the Utilities Code § 31.002
Oregon Law	<ul style="list-style-type: none">Public corporations, including the Oregon Health and Science University and the Oregon State Bar, or a public body (as defined in ORS 174.109)Nonprofit organizations established to detect and prevent fraudulent acts in connection with insuranceNon-commercial activities of:<ul style="list-style-type: none">A publisher, editor, reporter or other person who is connected with or employed by a newspaper, magazine, periodical, newsletter, pamphlet, report or other publication in general circulationA radio or television station that holds a license issued by the Federal Communications CommissionA nonprofit organization that provides programming to radio or television networksAn entity that provides an information service, including a press association or wire serviceInsurers, as defined in ORS 731.106Insurance Producers, as defined in ORS 731.104Insurance consultants, as defined in ORD 744.602Consumer reporting agencies, as defined in the FCRAA furnisher, as defined in the FCRAA person who uses a consumer report under the FCRA (15 U.S.C. § 1681b(a)(3))Financial Institutions, as defined in ORD 706.008, or affiliates or subsidiary that is only and directly engaged in financial activities, as defined in 12 U.S.C. § 1843(k)Persons holding a third-party administrator license issued under ORS 744.710 <p><i>Most nonprofits are <u>not</u> exempt.</i></p>

Appendix 1

<u>Delaware Law</u>	<ul style="list-style-type: none">Any regulatory, administrative, advisory, executive, appointive, legislative, or judicial body of the state or a political subdivision of the state, including any board, bureau, commission, agency of the state or a political subdivision of the state, (excluding any institution of higher education)Financial institutions or affiliates subject to the GLBANonprofit organizations that are exempt from taxation under Section 501(c)(3), 501(c)(4), 501(c)(6) or 501(c)(12) of the IRC, that are <i>dedicated exclusively</i> to preventing and addressing insurance crimeNational securities associations registered under the SEC ActRegistered futures associations pursuant to the Commodity Exchange Act <p><i>Most non-profits are <u>not</u> exempt.</i></p>
<u>New Jersey Law</u>	<ul style="list-style-type: none">Any state agency, any political subdivision, and any division, board, bureau, office, commission, or other instrumentality created by a political subdivisionFinancial institutions and affiliates subject to the GLBAInsurance institutions subject to P.L.1985, c.179 (C.17:23A-1 et seq.)Secondary market institutions identified in 15 U.S.C. § 6809(3)(D) and 12 C.F.R. § 1016.3(l)(3)(iii) <p><i>Non-profits are <u>not</u> exempt.</i></p>
<u>New Hampshire Law</u>	<ul style="list-style-type: none">Body, authority, board, bureau, commission, district or agency of this state or of any political subdivision of the stateFinancial institutions subject to the GLBACovered entities and business associates subject to the HIPAAInstitutions of higher educationNonprofit organizations that are exempt from taxation under Section 501(c)(3), 501(c)(4), 501(c)(6) or 501(c)(12) of the IRCNational securities associations registered under the SEC Act

Appendix 1

<u>Kentucky Law</u>	<ul style="list-style-type: none">· City, state agency, or any political subdivision of the state· Financial institutions or affiliates subject to the GLBA· Covered entities and business associates subject to the HIPAA· Institution of higher education· Nonprofit organizations under Section 501(c)(3) of the IRC and corresponding state law, i.e., any incorporated or unincorporated entity that is operating for religious, charitable, or educational purposes, and does not provide earnings to, or operate in any manner that inures to the benefit of, any officer, employee, or shareholder of the entity.· Organizations that do not provide net earnings to any officer, employee, or shareholder of the entity, and is recognized under KRS 304.47-060(1)(e) as assisting law enforcement agencies with suspected insurance-related criminal or fraudulent acts or first responders with catastrophic events· Small telephone utility as defined in KRS 278.516, a Tier III CMRS provider as defined in KRS 65.7621, or a municipally owned utility that does not sell or share personal data with any third-party processor
<u>Maryland Law</u>	<ul style="list-style-type: none">· A regulatory, administrative, advisory, executive, appointive, legislative, or judicial body or instrumentality of the state, including a board, bureau, commission, or unit of the state or a political subdivision of the state· Financial institutions or affiliates subject to the GLBA· A nonprofit controller that processes or shares personal data solely for the purposes of assisting law enforcement agencies investigating criminal or fraudulent acts relating to insurance or first responders during catastrophic events· National securities associations registered under the SEC Act <p><i>Most non-profits are <u>not</u> exempt.</i></p>
<u>Nebraska Law</u>	<ul style="list-style-type: none">· State agency or political subdivision of the state· Financial institutions or affiliates subject to the GLBA· Covered entities and business associates subject to the HIPAA· Institutions of higher education· Non-profit organizations meaning any corporation organized under the Nebraska Nonprofit Corporation Act, any organization exempt from taxation under Section 501(c)(3), 501(c)(6), or 501(c)(12) of the IRC, any organization exempt from taxation under Section 501(c)(4) of the IRC that is established to detect or prevent insurance-related crime or fraud, and any subsidiary or affiliate of a cooperative corporation organized in Nebraska· Electricity suppliers (as defined in NE Code 70-1001.01)· Natural gas public utilities (as defined in NE Code 66-1802)· Municipal natural gas utilities

Appendix 1

<u>Rhode Island Law</u>	<ul style="list-style-type: none">Any body, authority, board, bureau, commission, district or agency of the state or any political subdivision of the state (including specifically a contractor, subcontractor, or agent of a state agency or local unit of government when working for that state agency or local unit of government)Financial institutions subject to the GLBACovered entities and business associates subject to the HIPAAInstitutions of higher educationNonprofit organizations that are exempt from taxation under Section 501(c)(3), 501(c)(4), 501(c)(6) or 501(c)(12) of the IRCNational securities association that is registered under 15 U.S.C. § 78o-3 of the SEC Act
<u>Minnesota Law</u>	<ul style="list-style-type: none">Government entity, which means a state agency, statewide system, or political subdivision (Minn. Stat. § 13.02(7)(a))Federally recognized Indian tribeState or federally chartered bank or credit union, or an affiliate or subsidiaryNonprofit organization <i>established to detect and prevent fraudulent acts in connection with insurance</i>A small business, as defined by the SBAInsurance company, as defined in § 60A.02, subdivision 4, an insurance producer, as defined in § 60K.31, subdivision 6, a third-party administrator of self-insurance, or an affiliate or subsidiary of any entity identified in this clause that is principally engaged in financial activities, as described in 12 U.S.C. § 1843(k), except that this clause does not apply to a person that, alone or in combination with another person, establishes and maintains a self-insurance program that does not otherwise engage in the business of entering into policies of insuranceAn air carrier subject to the Airline Deregulation Act <i>only to the extent</i> that the air carrier collects personal data related to prices, routes, or services and only to the extent that the provisions of the Airline Deregulation Act preempt the requirements of MN-DPA. <p><i>Most non-profits are <u>not</u> exempt.</i></p>

Appendix 1

Data Level Exemptions

The state consumer privacy laws generally exempt personal data processed in the context of a purely personal or household activity.

State	Exempt Data Level Exemptions
California Law	<ul style="list-style-type: none">Aggregate consumer information (§ 1798.140(b).)De-identified information (§ 1798.140(m).)Publicly available information (§ 1798.140(v)(2))Personal information collected, processed, sold, or disclosed subject to the GLBA. This exemption does not apply to § 1798.150, which relates to personal information security breachesProtected health information collected by a covered entity or business associate under the HIPAAMedical information governed by the CMIAPersonal information collected as part of a clinical trial or other biomedical research study subject to or conducted in accordance with the Common Rule, provided that the information is not sold or shared in a manner not permitted by the Common Rule, and, if it is inconsistent, that participants are informed of that use and provide consentInformation It is deidentified in accordance with the requirements for deidentification set forth in 45 CFR 164.514 and is derived from patient information that was originally collected, created, transmitted or maintained by an entity regulated by the HIPAA, the CMIA or the Common RuleCollection, maintenance, disclosure, sale, communication, or use of any personal information bearing on a consumer's creditworthiness, credit standing, credit capacity, character, general reputation, personal characteristics, or mode of living by a consumer reporting agency and by a user of a consumer report to the extent that the activity is subject to regulation under the FCRA and the information is not collected, maintained, used, communicated, disclosed or sold except as authorized by the FCRA. This exemption does not apply to § 1798.150, which relates to personal information security breaches§ 1798.105 (right to delete) and § 1798.120 (right to opt out of sale or sharing) do not apply to a commercial credit reporting agency's collection, processing, sale or disclosure of business controller information to the extent the commercial credit reporting agency uses the business controller information solely to identify the relationship of a consumer to a business that the consumer owns, or contact the consumer only in the consumer's role as the owner, director, officer or management employee of the businessPersonal information collected, processed, sold, or disclosed subject to the California Financial Information Privacy Act. This exemption does not apply to § 1798.150, which relates to personal information security breaches)Personal information collected, processed, sold, or disclosed subject to the Farm Credit Act. This exemption does not apply to § 1798.150, which relates to personal information security breachesPersonal information collected, processed, sold or disclosed subject to the DPPA. This exemption does not apply to § 1798.150, which relates to personal information security breaches§ 1798.120 (right to opt out of sale or sharing) does not apply to vehicle information or ownership information retained or shared between a new motor vehicle dealer and the vehicle manufacturer, if the vehicle information or ownership information is shared for the purpose of effectuating, or in anticipation of effectuating, a vehicle repair covered by a vehicle warranty or a recall pursuant to 49 U.S.C. § 30118-3020, provided that the new motor vehicle dealer or vehicle manufacturer does not sell, share or use that information for any other purpose§ 1798.120 (right to opt out of sale or sharing) does not apply to vessel information or ownership information retained or shared between a vessel dealer and the vessel's manufacturer, if the information is shared for the purpose of effectuating, or in anticipation of effectuating, a vessel repair covered by a vessel warranty or a recall conducted pursuant to 46 U.S.C. § 4310, provided that the dealer or vessel manufacturer does not sell, share or use the information for any other purposeObligations under § 1798.105 (right to delete), § 1798.106 (right to correct), § 1798.110 (right to know and access), and § 1798.115 (right to know what personal information to sold or shared and to whom) do not apply to household data

Appendix 1

<u>Virginia Law</u>	<ul style="list-style-type: none">De-identified data (§ 59.1-575)Publicly available information (§ 59.1-575)Data subject to the GLBAProtected health information under the HIPAA, and information derivedInformation used for public health activities as authorized by the HIPAAHealth records for purposes of Title 32.1Patient identifying information for purposes of 42 U.S.C. § 290dd-2Identifiable private information processed for purposes of the Common RulePatient safety work product for purposes of the Patient Safety and Quality Improvement ActInformation and documents created for the Health Care Quality Improvement ActPersonal information regulated under the FCRAPersonal data subject to the DPPAPersonal data regulated by the Farm Credit ActPersonal data subject to the FERPAData processed in the context of an employment or independent contractor/agent relationshipData processed for employment emergency contact purposesData processed to administer employment benefits
<u>Colorado Law</u>	<ul style="list-style-type: none">De-identified data (§ 6-1-1303(11))Publicly available information (§ 6-1-1303(17)(b))Personal data governed by the GLBAProtected health information under the HIPAAInformation and documents created by a covered entity for purposes of complying with the HIPAAHealthcare information governed by Colorado's Title 25, Art. 1, Part 8Personal data governed by the Colorado Health Benefit Exchange ActPatient identifying information, as defined in 42 CFR 2.11, that is governed by and collected and processed pursuant to 42 CFR 2, established pursuant to 42 U.S.C. § 290dd-2Identifiable private information processed for purposes of the Common RuleIdentifiable private information collected as part of human subjects researchPatient safety work product for purposes of the Patient Safety and Quality Improvement ActPersonal information bearing on a consumer's credit by a consumer reporting agency or related entities under the FCRAPersonal data governed by the DPPAPersonal data governed by the FERPAPersonal data governed by the COPPAData maintained for employment recordsCustomer data maintained by a public utility as defined in § 40-1-103(1)(a)(i) or an authority as defined in § 43-4-503(1), if the data is not collected, maintained, disclosed, sold, communicated, or used except as authorized by state and federal lawData maintained by a state institution of higher education, the judicial department, or a county, city, or municipality

Appendix 1

<u>Utah Law</u>	<ul style="list-style-type: none">Aggregated data (§ 13-61-101(3))De-identified data (§ 13-61-101(14))Publicly available information (§ 13-61-101(14))Data subject to the GLBAProtected health information under the HIPAA, and information derivedPatient identifying information for purposes of 42 C.F.R. Part 2Information and documents created specifically for, collected and maintained by a committee in § 26-1-7Identifiable private information processed for purposes of the Common RulePatient safety work product for purposes of the Patient Safety and Quality Improvement ActInformation and documents created for the Health Care Quality Improvement ActInformation regulated under the FCRAPersonal data subject to the DPPAPersonal data regulated by the Farm Credit ActPersonal data subject to the FERPAData processed in the context of an employment or independent contractor/agent relationshipData processed for employment emergency contact purposesData processed to administer employment benefits
<u>Connecticut Law</u>	<ul style="list-style-type: none">De-identified data (§ 42-515(13))Publicly available information (§ 42-515(25))Data subject to the GLBAProtected health information under the HIPAA, and information derived from such informationInformation used for public health activities and purposes as authorized by the HIPAAPatient-identifying information for purposes of 42 USC § 290dd-2Identifiable private information processed for purposes of the Common RuleData related to the protection of human subjectsPatient safety work product for purposes of the Patient Safety and Quality Improvement ActInformation and documents created for purposes of the Health Care Quality Improvement ActInformation bearing on creditworthiness regulated by the FCRAPersonal data regulated by the DPPAPersonal data regulated by the Farm Credit ActPersonal data regulated by the FERPAData maintained for employment recordsData processed for employment emergency contact purposesData processed to administer employment benefitsPersonal data regulated by the Airline Deregulation Act

Appendix 1

<u>Iowa Law</u>	<ul style="list-style-type: none">Aggregate data (§ 715D.1(2))De-identified data (§ 715D.1(10))Publicly available information (§ 715D.1(24))Data subject to the GLBAProtected health information under the HIPAA, and information derivedInformation used only for public health activities, as authorized by the HIPAAHealth recordsPatient identifying information for purposes of 42 USC § 290dd-2Identifiable private information processed for purposes of the Common RulePatient safety work product for purposes of the Patient Safety and Quality Improvement ActInformation and documents created under the Health Care Quality Improvement ActInformation subject to the FCRAPersonal data regulated by the DPPAPersonal data regulated by the Farm Credit ActPersonal data regulated by the FERPAPersonal data used in accordance with the COPPAData processed in the context of an employment or independent contractor/agent relationshipData processed for employment emergency contact purposesData processed to administer employment benefits
<u>Indiana Law</u>	<ul style="list-style-type: none">Aggregate data (§ 24-15-2-2)De-identified data (§ 24-15-2-12)Publicly available information (§ 24-15-2-26)Data subject to the GLBAProtected health information under the HIPAA, and information derivedInformation used for public health activities, as authorized by the HIPAAPatient identifying information for purposes of 42 USC § 290dd-2Personal information collected as part of a clinical trial or research subject to the Common RulePatient safety work product for purposes of the Patient Safety and Quality Improvement ActInformation created for the Health Care Improvement ActPersonal data regulated by the FCRAPersonal data regulated by the DPPAPersonal data regulated by the Farm Credit ActPersonal data regulated by the FERPAData processed in the context of an employment or independent contractor/agent relationshipData processed for employment emergency contact purposesData processed to administer employment benefits

Appendix 1

Tennessee Law	<ul style="list-style-type: none">Aggregated data (not defined)De-identified data (§ 47-18-3201(11).)Publicly available informationData subject to the GLBAProtected health information under the HIPAA, and information derivedInformation used for public health activities as authorized by the HIPAAInformation included in a limited data set under the Privacy Rule (45 C.F.R. § 164.514(e).)Patient identifying information for purposes of 42 U.S.C. § 290dd-2Health records for purposes of title 68Identifiable private information processed for purposes of the Common RuleInformation collected as part of public or peer-reviewed scientific or statistical research in the public interestPatient safety work product for purposes of the Patient Safety and Quality Improvement ActInformation and documents created for the Health Care Quality Improvement ActPersonal information used in a consumer report (i.e., bearing on a consumer's credit worthiness, credit standing, credit capacity, character, general reputation, personal characteristics, or mode of living) and a user of a consumer report but only to the extent that the processing of the information is regulated under the FCRAConsumer reporting agency or furnisher that provides information for use in a consumer report, and a user of a consumer report but only to the extent that the collection, maintenance, disclosure, sale, communication, or use of personal information bearing on a consumer's credit worthiness, credit standing, credit capacity, character, general reputation, personal characteristics, or mode of living by a is regulated by the FCRAPersonal information regulated under the DPPAPersonal information regulated by the Farm Credit ActPersonal information regulated by the FERPAData processed in the context of an employment or independent contractor/agent relationshipData processed for employment emergency contact purposesData processed to administer employment benefits
Montana Law	<ul style="list-style-type: none">De-identified data (§ 30-14-2802(11).)Publicly available information (§ 30-14-2802(22).)Personal data subject to the GLBAProtected health information under the HIPAA, and information derived from such informationInformation used for public health activities as authorized by the HIPAAPatient identifying information for purposes of 42 USC § 290dd-2Identifiable private information processed for purposes of the Common RulePatient safety work product for purposes of the Patient Safety and Quality Improvement ActInformation and documents created for the Health Care Quality Improvement ActPersonal information regulated by the FCRAPersonal data regulated by the DPPAPersonal data regulated by the Farm Credit Act

Appendix 1

<u>Montana Law</u>	<ul style="list-style-type: none">· Personal data regulated by the FERPA· Data processed in the context of an employment or independent contractor/agent relationship· Data processed for employment emergency contact purposes· Data processed to administer employment benefits· Personal data subject to the Airline Deregulation Act
<u>Florida Law</u>	<ul style="list-style-type: none">· De-identified data (§ 501.702 (13))· Publicly available information (§ 501.702 (28))· Data subject to the GLBA· Protected health information under the HIPAA· Information used for public health activities authorized by the HIPAA· Health records· Patient identifying information for purposes of 42 USC § 290dd-2· Identifiable private information processed for purposes of the Common Rule· Identifiable private information collected as part of human subjects' research· Patient safety work product for purposes of the Patient Safety and Quality Improvement Act· Information and documents created for purposes of the Health Care Quality Improvement Act· Information derived from any of the health-care related information above· Personal data used in activities regulated by the FCRA· Personal data regulated by the DPPA· Personal data regulated by the Farm Credit Act· Personal data regulated by the FERPA· Data processed in the context of an employment or independent contractor/agent relationship· Data processed for employment emergency contact purposes· Data processed to administer employment benefits· Personal data subject to the Airline Deregulation Act

Appendix 1

<u>Florida Law</u>	<ul style="list-style-type: none">Personal data collected and transmitted which is necessary for the sole purpose of sharing such personal data with a financial service provider solely to facilitate short term, transactional payment processing for the purchase of products or servicesPersonal data shared between a manufacturer of a tangible product and authorized third-party distributors or vendors of the product, as long as such personal data is used solely for advertising, marketing, or servicing the product that is acquired directly through such manufacturer and such authorized third-party distributors or vendors
<u>Texas Law</u>	<ul style="list-style-type: none">De-identified data (§ 541.001(12).)Publicly available information (§ 541.001(12).)Data subject to the GLBAProtected health information under the HIPAA, and information derivedInformation collected or used only for public health activities and purposes as authorized by the HIPAAHealth recordsInformation included in a limited data set under The Privacy Rule (45 C.F.R. § 164.514(e).)Information subject to Controlled Substances Act for purposes of compliance with listed chemicalsPatient identifying information for purposes of 42 U.S.C. § 290dd-2Identifiable private information processed for purposes of the Common RuleInformation collected as part of a public or peer reviewed scientific or statistical research in the public interestPatient safety work product for purposes of the Patient Safety and Quality Improvement ActInformation and documents created for the Health Care Quality Improvement ActPersonal information regulated under the FCRAPersonal data subject to the DPPAPersonal data regulated by the Farm Credit ActPersonal data subject to the FERPAData processed in the context of an employment or independent contractor/agent relationshipData processed for employment emergency contact purposesData processed and is necessary to administer employment benefits to beneficiaries/dependents

Appendix 1

<u>Oregon Law</u>	<ul style="list-style-type: none">· De-identified data (§ 646A.570(11))· Data that is lawfully available through federal, state, or local government records or widely distributed media or that a controller reasonably has understood to have been lawfully made available to the public by a consumer (§ 646A.570(13)(b).)· Information collected, processed, sold or disclosed subject to the GLBA· Protected health information under the HIPAA· Patient-identifying information, as defined in 42 C.F.R. 2.11, as in effect on January 1, 2024, that is collected and processed in accordance with 42 C.F.R. part 2· Information used for public health activities and purposes described in 45 C.F.R. 164.512· Identifiable private information processed for purposes of the Common Rule· Patient safety work product for purposes of the Patient Safety and Quality Improvement Act· Information created for purposes of the Health Care Quality Improvement Act· Information subject to the FCRA· Information subject to the DPPA· Information subject to the FERPA· Personal data processed in the context of an employment or application for employment· Personal data processed regarding an individual's contractual relationship with a business entity· Personal data processed regarding an individual's ownership or function as a director or officer of a business entity· Personal data processed to administer employee benefits (including benefits for the individual's dependents or beneficiaries)· Personal data processed for emergency contact purposes· Data subject to the Airlines Deregulation Act· Non-commercial activity related to media programming and publication, radio/television, and information services
<u>Delaware Law</u>	<ul style="list-style-type: none">· De-identified data (§ 12D-102(14))· Publicly available information (§ 12D-102(28))· Data subject to the GLBA· Protected health information under the HIPAA· Information to the extent it is used for public health activities as authorized by the HIPAA· Patient-identifying information for purposes of 42 USC § 290dd-2· Identifiable private information processed for purposes of the Common Rule· Patient safety work product for purposes of the Patient Safety and Quality Improvement Act· Information subject to the FCRA· Personal data subject to the DPPA· Personal data subject to the Farm Credit Act· Personal data regulated by the FERPA

Appendix 1

<u>Delaware Law</u>	<ul style="list-style-type: none">• Data processed in the context of an employment or independent contractor/agent relationship• Data processed for employment emergency contact purposes• Data processed to administer employment benefits• Personal data subject to the Airline Deregulation Act• Information of a victim or witness to abuse maintained by a nonprofit organization providing services to victims of abuse
<u>New Jersey Law</u>	<ul style="list-style-type: none">• De-identified data (§ 56:8-166.4)• Publicly available information (§ 56:8-166.4)• Data regulated by the GLBA• Protected health information collected by a covered entity or business associate subject to the privacy, security, and breach notification rules under the HIPAA• Identifiable private information processed for purposes of the Common Rule• Personal data processed pursuant to the FCRA• The sale of a consumer's personal data by the New Jersey Motor Vehicle Commission that is permitted by the DPPA
<u>New Hampshire Law</u>	<ul style="list-style-type: none">• De-identified data (§ 507-H:1(XIV))• Publicly available information (§ 507-H:1(XXVI))• Data subject to the GLBA• Protected health information defined under the HIPAA, and information derived from information that is de-identified in accordance with the requirements for de-identification pursuant to the HIPAA• Information used for public health activities as authorized by the HIPAA• Patient identifying information for purposes of 42 USC § 290dd-2• Information included in a limited data set as described and used under the Privacy Rule (45 C.F.R. § 164.514(e))• Data maintained or used for purposes of compliance to the Controlled Substances Act 21 U.S.C. § 830• Identifiable private information processed for purposes of the Common Rule• Patient safety work product for purposes of the Patient Safety and Quality Improvement Act• Information subject to the Health Care Quality Improvement Act• Personal information processed pursuant to the FCRA• Personal data processed pursuant to the DPPA• Personal data processed pursuant to the Farm Credit Act• Personal data regulated by the FERPA• Data processed in the context of an employment or independent contractor/agent relationship

Appendix 1

<u>New Hampshire Law</u>	<ul style="list-style-type: none">· Data processed for employment emergency contact purposes· Data processed to administer employment benefits· Personal data processed pursuant to the Airline Deregulation Act
<u>Kentucky Law</u>	<ul style="list-style-type: none">· De-identified data (§ 367.3611(11).)· Publicly available information (§ 367.3611(26).)· Data subject to Title V of the GLBA· Protected health information defined under the HIPAA· Information used only for public health activities and purposes as authorized by the HIPAA· Information derived from information that is deidentified in accordance with the requirements for deidentification under the HIPAA· Health records· Patient identifying information for purposes of 42 C.F.R. § 2.11· Identifiable private information processed for purposes of the Common Rule· Personal information collected as part of a clinical trial or study subject to the Common Rule· Patient safety work product for purposes of the Patient Safety and Quality Improvement Act· Personal information and documents created under the Health Care Quality Improvement Act· Data processed pursuant to the FCRA· Personal data processed pursuant to the DPPA· Personal data regulated by the Farm Credit Act· Personal data processed pursuant to the FERPA· Personal data used in accordance with the COPPA· Data processed in the context of an employment or independent contractor/agent relationship· Data processed for employment emergency contact purposes· Data processed to administer employment benefits· Data processed by a utility as defined in KRS 278.010· Data processed under the Combat Methamphetamine Epidemic Act of 2005 (Title VII)

Appendix 1

<u>Maryland Law</u>	<ul style="list-style-type: none">· De-identified data (§ 14-4601(P).)· Publicly available information (§ 14-4601(CC).)· Data that is subject to Title V of the GLBA· Protected health information under the HIPAA,· Information deidentified according to the HIPAA· Information used for public health community health, or population health activities and purposes as authorized by the HIPAA when provided by or to a covered entity or when provided by or to a business associate in accordance with the business associate agreement with a covered entity· Patient identifying information for purposes of 42 USC § 290dd-2· Identifiable private information processed for purposes of the Common Rule· Personal information collected as part of a clinical trial or study subject to the Common Rule· Patient safety work product for purposes of the Patient Safety and Quality Improvement Act· Information and documents created for the Health Care Quality Improvement Act· Personal information processed pursuant to the FCRA· Personal data processed pursuant to the DPPA· Personal data regulated by the Farm Credit Act· Personal data regulated by the FERPA· Personal data used in accordance with the COPPA· Data processed in the context of an employment or independent contractor/agent relationship· Data processed for employment emergency contact purposes· Data processed to administer employment benefits· Personal data subject to the Airline Deregulation Act· Data collected by or on behalf of a person regulated under the insurance article or an affiliate of such a person, in furtherance of the business of insurance
<u>Nebraska Law</u>	<ul style="list-style-type: none">· De-identified data (§ 87-1102(12).)· Publicly available information (§ 87-1102(28).)· Data subject to Title V of the GBLA· Protected health information under the HIPAA· Information derived from information that is deidentified in accordance with the requirements for deidentification under the HIPAA· Information used for public health activities and purposes as authorized by the HIPAA· Health records· Patient identifying information for purposes of 42 USC 290dd-2· Identifiable private information processed for purposes of the Common Rule

Appendix 1

<p><u>Minnesota Law</u></p>	<ul style="list-style-type: none">• Publicly available information (§ 3250.02(p).)• Personal data collected, processed, sold, or disclosed pursuant to the GLBA• Information that originated from, or intermingled with, information regulated by the GLBA and that a licensed residential mortgage originator, as defined under <u>§ 58.02, subdivision 19</u>, or residential mortgage servicer, as defined under <u>§ 58.02, subdivision 20</u>, collects, processes, uses, or maintains in the same manner as required under the laws and regulations specified by the GLBA• Protected health information defined under the HIPAA• Information deidentified according to the HIPAA• Health records, as defined in <u>§ 144.291, subdivision 2</u>• Patient identifying information for purposes of the <u>42 CFR part 2</u>, established pursuant to <u>42 USC § 290dd-2</u>• Information derived from patient information that was originally collected, created, transmitted or maintained by an entity regulated by the HIPAA, a health care provider, as defined in <u>§ 144.291, subdivision 2</u>, or a program or a qualified service organization, as defined by the Confidentiality of Substance Use Disorder Regulations• Identifiable private information processed for purposes of the Common Rule• Patient safety work product for purposes of the Patient Safety and Quality Improvement Act• Information and documents created for purposes of the Health Care Quality Improvement Act and related regulations• Information used only for public health activities and purposes, as described under <u>45 CFR § 164.512</u>• Personal data processed pursuant to the FCRA, only when the activity, use, or entity is subject to the FCRA• Information that originates from, or is intermingled so as to be indistinguishable from, information subject to the FCRA and that a person licensed under <u>Chapter 56</u> collects, processes, uses, or maintains in the same manner as is required under the laws and regulations subject to the FCRA• Personal data collected, processed, sold, or disclosed pursuant to the DPPA• Personal data collected, processed, sold, or disclosed pursuant to the Farm Credit Act• Personal data regulated by the FERPA• Data collected or maintained in the course of an individual acting as a job applicant to or an employee, owner, director, officer, medical staff member, or contractor of a business if the data is collected and used solely within the context of the role• Data collected or maintained as the emergency contact information of an individual for employment emergency contact purposes• Data collected or maintained that is necessary for the business to retain to administer employment benefits for another individual relating to the individual if used solely for the purposes of administering those benefits• Personal data collected, processed, sold, or disclosed pursuant to the Minnesota Insurance Fair Information Reporting Act in <u>§ 72A.49 to 72A.505</u>• Data collected, processed, sold, or disclosed as part of a payment-only credit, check, or cash transaction where no data about consumers, are retained
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Appendix 1

<u>Nebraska Law</u>	<ul style="list-style-type: none">• Patient safety work product for purposes of the Patient Safety and Quality Improvement Act• Information and documents created for the Health Care Quality Improvement Act• Personal information regulated by the FCRA• Personal data regulated by the DPPA• Personal data regulated by the Farm Credit Act• Personal data regulated by the FERPA• Data processed in the context of an employment or independent contractor/agent relationship• Data processed for employment emergency contact purposes• Data processed to administer employment benefits
<u>Rhode Island Law</u>	<ul style="list-style-type: none">• De-identified data (§ 6-48.1-2(13).)• Publicly available information (§ 6-48.1-2(24).)• Data subject to the GLBA• Protected health information under the HIPAA and information derived from it• Information used for public health activities as authorized by the HIPAA• Patient-identifying information for purposes of <u>42 U.S.C. § 290dd-2</u>• Identifiable private information processed for purposes of the Common Rule• Patient safety work product for purposes of the Patient Safety and Quality Improvement Act• Information and documents created for the Health Care Quality Improvement Act• Personal information regulated by the FCRA• Personal data processed in compliance with the DPPA• Personal data processed in compliance with the Farm Credit Act• Personal data regulated by the FERPA• Data processed in the context of an employment or independent contractor/agent relationship with a controller, processor or third party• Data processed for employment emergency contact purposes• Data processed to administer employment benefits• Personal data regulated by the Airline Deregulation Act

Appendix 1

<p><u>Minnesota Law</u></p>	<p>Publicly available information (§ 3250.02(p).)</p> <ul style="list-style-type: none">• Personal data collected, processed, sold, or disclosed pursuant to the GLBA• Information that originated from, or intermingled with, information regulated by the GLBA and that a licensed residential mortgage originator, as defined under <u>§ 58.02, subdivision 19</u>, or residential mortgage servicer, as defined under <u>§ 58.02, subdivision 20</u>, collects, processes, uses, or maintains in the same manner as required under the laws and regulations specified by the GLBA• Protected health information defined under the HIPAA• Information deidentified according to the HIPAA• Health records, as defined in <u>§ 144.291, subdivision 2</u>• Patient identifying information for purposes of the <u>42 CFR part 2</u>, established pursuant to <u>42 USC § 290dd-2</u>• Information derived from patient information that was originally collected, created, transmitted or maintained by an entity regulated by the HIPAA, a health care provider, as defined in <u>§ 144.291, subdivision 2</u>, or a program or a qualified service organization, as defined by the Confidentiality of Substance Use Disorder Regulations• Identifiable private information processed for purposes of the Common Rule• Patient safety work product for purposes of the Patient Safety and Quality Improvement Act• Information and documents created for purposes of the Health Care Quality Improvement Act and related regulations• Information used only for public health activities and purposes, as described under <u>45 CFR § 164.512</u>• Personal data processed pursuant to the FCRA, only when the activity, use, or entity is subject to the FCRA• Information that originates from, or is intermingled so as to be indistinguishable from, information subject to the FCRA and that a person licensed under <u>Chapter 56</u> collects, processes, uses, or maintains in the same manner as is required under the laws and regulations subject to the FCRA• Personal data collected, processed, sold, or disclosed pursuant to the DPPA• Personal data collected, processed, sold, or disclosed pursuant to the Farm Credit Act• Personal data regulated by the FERPA• Data collected or maintained in the course of an individual acting as a job applicant to or an employee, owner, director, officer, medical staff member, or contractor of a business if the data is collected and used solely within the context of the role• Data collected or maintained as the emergency contact information of an individual for employment emergency contact purposes• Data collected or maintained that is necessary for the business to retain to administer employment benefits for another individual relating to the individual if used solely for the purposes of administering those benefits• Personal data collected, processed, sold, or disclosed pursuant to the Minnesota Insurance Fair Information Reporting Act in <u>§ 72A.49 to 72A.505</u>• Data collected, processed, sold, or disclosed as part of a payment-only credit, check, or cash transaction where no data about consumers, are retained
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Appendix 2

Consumer Rights and Business Obligations: Comparative Chart

The following chart demonstrates the similarities and differences among current state consumer privacy laws of general application, compares them to the GDPR and notes differences between the original CCPA and the current version amended by CPRA.

Appendix 2

GDPR, CCPA, CPRA, Virginia Law & Colorado Law

	GDPR	CCPA	CPRA	Virginia Law	Colorado Law
Right to Access	✓	✓	✓	✓	✓
Right to Confirm Personal Data is Being Processed	✓	Implied	Implied	✓	✓
Right to Data Portability	✓	✓	✓	✓	✓
Right to Delete¹	✓	✓	✓	✓	✓
Right to Correct / Right to Rectification	✓	✗	✓	✓	✓
Right to Opt-Out of Sale	✓ ²	✓ ³	✓ ³³	✓ ⁴	✓ ³³
Right to Opt-Out of Targeted / Behavioral Advertising⁵	✓	✗ ⁶	✓	✓	✓
Right to Object or Opt-Out of ADM	✓	✗	✓ ⁷	✗	✓ ⁸
Right to Opt-Out of Profiling⁹	✓	✗	✓	✓	✓
Choice Required for Processing of "Sensitive" Personal Data	Opt-In	✗	Opt-Out ¹⁰	Opt-In	Opt-In
Right to Object to or Restrict Processing Generally	✓	✗	✗	✗	✗
Required Opt-Out Links on Website or Elsewhere	No Explicit Requirement	DNS	DNSell, DNShare, Sensitive PI Opt-Out ¹¹	Targeted Ad & Sale Opt-Outs	Targeted Ad & Sale Opt-Outs

Appendix 2

GDPR, CCPA, CPRA, Virginia Law & Colorado Law

	GDPR	CCPA	CPRA	Virginia Law	Colorado Law
Right to Non-Discrimination¹²	Implied	✓	✓	✓	✓
Specific Privacy Policy Content Requirements	✓	✓	✓	✓	✓
Purpose, Use, and/or Retention Limitations	✓	Implied	✓	✓	✓
Privacy & Security Impact Assessments Sometimes Required	✓	✗	✓	✓	✓
“Reasonable” Security Obligation	✓	Implied	✓	✓	✓
Notice at Collection Requirement	✓	✓ (Statute + Regs)	✓	✗	✗
Honor Universal Opt-out Signals	✗	✗	✓	✗	✓

Appendix 2

Utah Law, Connecticut Law, Nevada Law, Iowa Law & Indiana Law

	Utah Law	Connecticut Law	Nevada Law	Iowa Law	Indiana Law ⁴²
Right to Access	✓	✓	✗	✓	✓
Right to Confirm Personal Data is Being Processed	✓	✓	✗	✓	✓
Right to Data Portability	✓	✓	✗	✓	✓
Right to Delete	✓	✓	✗	✓	✓
Right to Correct / Right to Rectification	✗	✓	✗	✗	✓
Right to Opt-Out of Sale	✓ ³⁴	✓ ³³	✓ ⁴³	✓ ³⁴	✓ ³⁴
Right to Opt-Out of Targeted / Behavioral Advertising	✓	✓	✗	✓	✓
Right to Object or Opt-Out of ADM	✗	✗	✗	✗	✗
Right to Opt-Out of Profiling	✗	✓	✗	✗	✓
Choice Required for Processing of "Sensitive" Personal Data	Notice & Opp. to Opt-Out	Opt-In	✗	Notice & Opp. to Opt-Out	Opt-In
Right to Object to or Restrict Processing Generally	✗	✗	✗	✗	✗
Required Opt-Out Links on Website or Elsewhere	Targeted Ad & Sale Opt-Outs	Targeted Ad & Sale Opt-Outs	None	Targeted Ad & Sale Opt-Outs	Targeted Ad & Sale Opt-Outs
Right to Non-Discrimination	✓	✓	✗	✓	✓
Specific Privacy Policy Content Requirements	✓	✓	✓	✓	✓
Purpose, Use, and/or Retention Limitations	✗	✓	✗	✗	✓
Privacy and Security Impact Assessments Sometimes Required	✗	✓	✗	✗	✓
"Reasonable" Security Obligation	✓	✓	✓	✓	✓
Notice at Collection Requirement	✗	✗	✗	✗	✗
Honor Universal Opt-out Signals	✗	✓	✗	✗	✗

Appendix 2

Tennessee Law, Montana Law, Florida Law, Texas Law & Oregon Law

	Tennessee Law	Montana Law	Florida Law ⁴⁴	Texas Law	Oregon Law ⁴⁵
Right to Access	✓	✓	✓	✓	✓
Right to Confirm Personal Data is Being Processed	✓	✓	✓	✓	✓
Right to Data Portability	✓	✓	✓	✓	✓
Right to Delete	✓	✓	✓	✓	✓
Right to Correct / Right to Rectification	✓	✓	✓	✓	✓
Right to Opt-Out of Sale	✓ ³⁴	✓ ³³	✓ ³³	✓ ³³	✓ ³³
Right to Opt-Out of Targeted / Behavioral Advertising	✓	✓	✓	✓	✓
Right to Object or Opt-Out of ADM	✗	✗	✗	✗	✗
Right to Opt-Out of Profiling	✓	✓	✓	✓	✓
Choice Required for Processing of "Sensitive" Personal Data	Opt-In	Opt-In	Opt-In (with a right to opt out later)	Opt-In	Opt-In
Right to Object to or Restrict Processing Generally	✗	✗	✗	✗	✗
Required Opt-Out Links on Website or Elsewhere	Targeted Ad & Sale Opt-Outs	Targeted Ad & Sale Opt-Outs	Targeted Ad & Sale Opt-Outs	Targeted Ad & Sale Opt-Outs	Targeted Ad & Sale Opt-Outs
Right to Non-Discrimination	✓	✓	✓	✓	✓
Specific Privacy Policy Content Requirements	✓	✓	✓	✓	✓
Purpose, Use, and/or Retention Limitations	✓	✓	✓	✓	✓
Privacy and Security Impact Assessments Sometimes Required	✓	✓	✓	✓	✓
"Reasonable" Security Obligation	✓	✓	✓	✓	✓
Notice at Collection Requirement	✗	✗	✗	✗	✗
Honor Universal Opt-out Signals	✗	✓	✗	✓	✓

Appendix 2

Delaware Law, New Jersey Law, New Hampshire Law, Kentucky Law & Minnesota Law

	Delaware Law ⁴⁶	New Jersey Law	New Hampshire Law	Kentucky Law	Minnesota Law ⁴⁷
Right to Access	✓	✓	✓	✓	✓
Right to Confirm Personal Data is Being Processed	✓	✓	✓	✓	✓
Right to Data Portability	✓	✓	✓	✓	✓
Right to Delete	✓	✓	✓	✓	✓
Right to Correct / Right to Rectification	✓	✓	✓	✓	✓
Right to Opt-Out of Sale	✓ ³³	✓ ³³	✓ ³³	✓ ³⁴	✓ ³³
Right to Opt-Out of Targeted / Behavioral Advertising	✓	✓	✓	✓	✓
Right to Object or Opt-Out of ADM	✗	✗	✗	✗	✓
Right to Opt-Out of Profiling	✓	✓	✓	✓	✓
Choice Required for Processing of "Sensitive" Personal Data	Opt-In	Opt-In	Opt-In	Opt-In	Opt-In
Right to Object to or Restrict Processing Generally	✗	✗	✗	✗	✗
Required Opt-Out Links on Website or Elsewhere	Targeted Ad & Sale Opt-Outs	Targeted Ad, Sale & Profiling Opt-Outs	Targeted Ad & Sale Opt-Outs	None	Not required but noted as an approved method.
Right to Non-Discrimination	✓	✓	✓	✓	✓
Specific Privacy Policy Content Requirements	✓	✓	✓	✓	✓
Purpose, Use, and/or Retention Limitations	✓	✓	✓	✓	✓
Privacy and Security Impact Assessments Sometimes Required	✓	✓	✓	✓	✓
"Reasonable" Security Obligation	✓	✓	✓	✓	✓
Notice at Collection Requirement	✗	✗	✗	✗	✗
Honor Universal Opt-out Signals	✓	✓	✓	✗	✓

Appendix 2

Maryland Law, Nebraska Law & Rhode Island Law

	Maryland Law ⁴⁸	Nebraska Law	Rhode Island Law
Right to Access	✓	✓	✓
Right to Confirm Personal Data is Being Processed	✓	✓	✓
Right to Data Portability	✓	✓	✓
Right to Delete	✓	✓	✓
Right to Correct / Right to Rectification	✓	✓	✓
Right to Opt-Out of Sale	✓ ³³	✓ ³³	✓ ³³
Right to Opt-Out of Targeted / Behavioral Advertising	✓	✓	✓
Right to Object or Opt-Out of ADM	✗	✗	✗
Right to Opt-Out of Profiling	✓	✓	✓
Choice Required for Processing of "Sensitive" Personal Data	Only when strictly necessary, no sale allowed	Opt-In	Opt-In
Right to Object to or Restrict Processing Generally	✗	✗	✗
Required Opt-Out Links on Website or Elsewhere	Targeted Ad & Sale Opt-Outs	Targeted Ad & Sale Opt-Outs	✗
Right to Non-Discrimination	✓	✓	✓
Specific Privacy Policy Content Requirements	✓	✓	✓
Purpose, Use, and/or Retention Limitations	✓	✓	✓
Privacy and Security Impact Assessments Sometimes Required	✓	✓	✓
"Reasonable" Security Obligation	✓	✓	✓
Notice at Collection Requirement	✗	✗	✗
Honor Universal Opt-out Signals	✓	✓	✗

Appendix 2

³⁰ In California, Utah, and Iowa, deletion obligations are limited to PI collected from the consumer; all other state consumer privacy laws include PI collected about the consumer is in scope of the deletion right.

³¹ Selling personal data under the GDPR generally would require the consent of the data subject for collection and would be subject to the right to object to processing.

³² Any consideration sufficient, but cash consideration not required.

³³ Cash consideration required.

³⁴ Right to opt-out of cross-context behavioral advertising sharing for California; right to opt-out of targeted advertising in all other state consumer privacy laws.

³⁵ However, certain data disclosures inherent in this type of advertising are arguably a “sale,” subject to opt-out rights. The CPRA Regulations combine the opt-out right for “sale” and “share.”

³⁶ Subject to substantial expansion under the CPRA Regulations. Based on preliminary rulemaking activities, it appears that the CCPA is contemplating a GDPR-like approach for ADM and profiling.

³⁷ Under the CPA Rules, if a consumer requests to opt out of human involved automated processing, organizations can reject the request, but must inform the consumer of the rejection within 45 days and include the following information or link to such information: the decision subject to profiling, the categories of PI used, the logic used in the profiling process, the role of human involvement, how profiling is used in the decision-making process, benefits and potential consequences of the decision, and how consumers can correct or delete the data used in the profiling.

³⁸ The CPRA’s concept of profiling is subject to change under the regulations. The profiling concepts in the other 2023 state consumer privacy laws require legal or substantially similar effects.

Appendix 2

³⁹ Under the CPRA, the Sensitive PI opt-out right applies to certain processing activities beyond business purposes. Section 7027 of the CA Regs includes contextual but not cross-context behavioral advertising.

⁴⁰ Businesses will be able to utilize “a single, clearly labeled link” to cover all opt-outs. The CA Regs permit titling the link “Your Privacy Choices” or “Your California Privacy Choices” plus an icon. It is not clear if organizations need to provide both sale/share and limit sensitive info opt-outs where it is not engaging in activities that necessitate both in order to use the alternative link. The former could work well to direct a consumer to the other state opt-outs too.

⁴¹ The CCPA (and the CPRA) take a more onerous approach to non-discrimination with respect to financial incentives and price/service differences, requiring businesses to prove that they are reasonably related to the value of the consumer’s data to the business.

⁴² Indiana Law also provides the right to obtain a copy or a representative summary of the consumer’s personal data provided to the controller.

⁴³ In Nevada, website and online service operators are required to offer an “opt-out,” but only for limited disclosures of certain information and only if the disclosure is made in exchange for monetary consideration.

⁴⁴ Florida Law also contains the rights to: (i) opt out of the collection or processing of sensitive data; and (ii) opt out of the collection of personal data through voice or facial recognition.

⁴⁵ Oregon Law also contains the right to obtain a list of specific third parties to which the controller has disclosed the consumer’s personal data, **OR** any personal data (at the controller’s option).

Appendix 2

⁴⁶ Delaware Law also provides the right to obtain a list of categories of third-party recipients of the consumer's personal data, by category of personal data.

⁴⁷ Under the Minnesota Law, a consumer has a right to obtain a list of the specific third parties to which the controller has disclosed the consumer's personal data. If the controller does not maintain the information in a format specific to the consumer, a list of specific third parties to whom the controller has disclosed any consumers' personal data may be provided instead

⁴⁸ Maryland Law also provides the right to obtain a list of the categories of third parties to which the controller has disclosed the consumer's personal data, OR a list of the categories of third parties to which the controller has disclosed any consumer's personal data IF the controller does not maintain this information in a format specific to the consumer.