



# 2024 Data Privacy Legislation

State/Province	Legislation	Effective Date	Scope	Key Provisions	Enforcement	Penalties
ALABAMA	Alabama Consumer Data Protection Act	1/1/2024	For-profit controller or processor of personal information of Alabama residents	Prohibits processing of personal information for purposes of targeted advertising, profiling, or otherwise making decisions about individuals based on their personal information for automated purposes. Requires consent for processing of sensitive personal information.	Attorney General	\$1000 per violation or actual damages, whichever is greater.
ARIZONA	Arizona Consumer Data Protection Act	1/1/2024	For-profit controller or processor of personal information of Arizona residents	Prohibits processing of personal information for purposes of targeted advertising, profiling, or otherwise making decisions about individuals based on their personal information for automated purposes. Requires consent for processing of sensitive personal information.	Attorney General	\$1000 per violation or actual damages, whichever is greater.
ARIZONA	Arizona Consumer Data Protection Act	1/1/2024	For-profit controller or processor of personal information of Arizona residents	Prohibits processing of personal information for purposes of targeted advertising, profiling, or otherwise making decisions about individuals based on their personal information for automated purposes. Requires consent for processing of sensitive personal information.	Attorney General	\$1000 per violation or actual damages, whichever is greater.
ARIZONA	Arizona Consumer Data Protection Act	1/1/2024	For-profit controller or processor of personal information of Arizona residents	Prohibits processing of personal information for purposes of targeted advertising, profiling, or otherwise making decisions about individuals based on their personal information for automated purposes. Requires consent for processing of sensitive personal information.	Attorney General	\$1000 per violation or actual damages, whichever is greater.
ARIZONA	Arizona Consumer Data Protection Act	1/1/2024	For-profit controller or processor of personal information of Arizona residents	Prohibits processing of personal information for purposes of targeted advertising, profiling, or otherwise making decisions about individuals based on their personal information for automated purposes. Requires consent for processing of sensitive personal information.	Attorney General	\$1000 per violation or actual damages, whichever is greater.
ARIZONA	Arizona Consumer Data Protection Act	1/1/2024	For-profit controller or processor of personal information of Arizona residents	Prohibits processing of personal information for purposes of targeted advertising, profiling, or otherwise making decisions about individuals based on their personal information for automated purposes. Requires consent for processing of sensitive personal information.	Attorney General	\$1000 per violation or actual damages, whichever is greater.
ARIZONA	Arizona Consumer Data Protection Act	1/1/2024	For-profit controller or processor of personal information of Arizona residents	Prohibits processing of personal information for purposes of targeted advertising, profiling, or otherwise making decisions about individuals based on their personal information for automated purposes. Requires consent for processing of sensitive personal information.	Attorney General	\$1000 per violation or actual damages, whichever is greater.
ARIZONA	Arizona Consumer Data Protection Act	1/1/2024	For-profit controller or processor of personal information of Arizona residents	Prohibits processing of personal information for purposes of targeted advertising, profiling, or otherwise making decisions about individuals based on their personal information for automated purposes. Requires consent for processing of sensitive personal information.	Attorney General	\$1000 per violation or actual damages, whichever is greater.
ARIZONA	Arizona Consumer Data Protection Act	1/1/2024	For-profit controller or processor of personal information of Arizona residents	Prohibits processing of personal information for purposes of targeted advertising, profiling, or otherwise making decisions about individuals based on their personal information for automated purposes. Requires consent for processing of sensitive personal information.	Attorney General	\$1000 per violation or actual damages, whichever is greater.

# 2024 Data Privacy Legislation

Legislation	Enacted	Effective Date	Scope	Key Provisions	Impact	Enforcement	Penalties	Notes			
<a href="#">HAWAII HB 1026 (Consumer)</a>	First Chamber Committee held for further study 8/14/2024		Consumer	"Operator" means any person or entity that owns a website located on the Internet or an online service that collects and maintains personally identifiable information from a consumer reading this site and uses it on the website or online service, if the website or online service is operated for commercial purposes. It does not include any third party that operates, hosts, or manages but does not own, a website or online service on the owner's behalf or by processing information on behalf of the owner. "Operator" does not include business having 100 or fewer employees, or an individual party that operates, hosts, or manages, but does not own, a website or online service on the owner's behalf or by processing information on behalf of the owner.	X	X	X	X	For processing that presents a heightened risk of harm to a consumer, including: (1) The processing of personal data for the purposes of targeted advertising; (2) The sale of personal data; (3) The processing of personal data for the purposes of direct marketing; (4) The processing of sensitive data.	A violation is a deceptive trade practice in violation of chapter 481E, § 6-6.	
<a href="#">HAWAII HB 1027</a>	First chamber in committee		Consumer	"Controller" means an individual who, or legal entity that, alone or jointly with others determines the purpose and means of processing personal data.	X	X	X	X	For processing activities that present a heightened risk of harm to a consumer, including: (1) The processing of personal data for the purposes of targeted advertising; (2) The sale of personal data; (3) The processing of personal data for certain profiling; (4) The processing of sensitive data.	A violation of the general regulatory provisions of consumer law in title 6 and that constitutes a deceptive trade practice in violation of chapter 481E, § 6-6.	
<a href="#">HAWAII HB 1028 (Consumer)</a>	First chamber in committee, in conference with members of 2024		Consumer	"Operator" means any person or entity that owns a website located on the Internet or an online service that collects and maintains personally identifiable information from a consumer reading this site and uses it on the website or online service, if the website or online service is operated for commercial purposes. It does not include any third party that operates, hosts, or manages, but does not own, a website or online service on the owner's behalf or by processing information on behalf of the owner. "Operator" does not include business having 100 or fewer employees, or an individual party that operates, hosts, or manages, but does not own, a website or online service on the owner's behalf or by processing information on behalf of the owner.	X	X	X	X	For processing that presents a heightened risk of harm to a consumer, including: (1) The processing of personal data for the purposes of targeted advertising; (2) The sale of personal data; (3) The processing of personal data for the purposes of direct marketing; (4) The processing of sensitive data.	A violation of the general regulatory provisions of consumer law in title 6 and that constitutes a deceptive trade practice in violation of chapter 481E, § 6-6.	
<a href="#">HAWAII HB 1029</a>	First chamber in committee		Consumer	"Controller" means an individual who, or legal entity that, alone or jointly with others determines the purpose and means of processing personal data.	X	X	X	X	For processing activities that present a heightened risk of harm to a consumer, including: (1) The processing of personal data for the purposes of targeted advertising; (2) The sale of personal data; (3) The processing of personal data for certain profiling; (4) The processing of sensitive data.	A violation of the general regulatory provisions of consumer law in title 6 and that constitutes a deceptive trade practice in violation of chapter 481E, § 6-6.	
<a href="#">VERMONT SB 111</a>	Second chamber in committee		Consumer	A person that conducts business in Vermont or a person that produces products or services that are targeted to residents of Vermont and that during the preceding calendar year: (1) Collected or processed the personal data of not less than 10,000 consumers, including personal data collected or processed solely for the purpose of completing a payment transaction; or (2) Collected or processed the personal data of not less than 1,000 consumers and derived more than 25 percent of the person's gross revenue from the sale of personal data.	X	X	X	X	For processing activities that present a heightened risk of harm to a consumer, including: (1) The processing of personal data for the purposes of targeted advertising; (2) The sale of personal data; (3) The processing of personal data for certain profiling; (4) The processing of sensitive data.	(4) The price of \$1,000.00 or actual damages, whichever is greater; (5) Reasonable costs and attorney's fees.	A violation is an unfair and deceptive act in violation of section 245 of title 9, and that shall be enforced only by the Attorney General.
<a href="#">VERMONT SB 110</a>	First chamber in committee, in conference with members of 2024		Consumer	A person that conducts business in Vermont or a person that produces products or services that are targeted to residents of Vermont and that during the preceding calendar year: (1) Collected or processed the personal data of not less than 10,000 consumers, including personal data collected or processed solely for the purpose of completing a payment transaction; or (2) Collected or processed the personal data of not less than 1,000 consumers and derived more than 25 percent of the person's gross revenue from the sale of personal data.	X	X	X	X	For processing activities that present a heightened risk of harm to a consumer, including: (1) The processing of personal data for the purposes of targeted advertising; (2) The sale of personal data; (3) The processing of personal data for certain profiling; (4) The processing of sensitive data.	(4) The price of \$1,000.00 or actual damages, whichever is greater; (5) Reasonable costs and attorney's fees.	A violation is an unfair and deceptive act in violation of section 245 of title 9, and that shall be enforced only by the Attorney General.
<a href="#">WASHINGTON HB 1614 (OR 1600) (Data Privacy Act)</a>	Faithful, informed		Consumer	A person or legal entity that is not a governmental entity and that conducts business in Washington state, processes collected personal information, and: (1) Has an annual net-revenue of \$500,000 or more of annual revenue through 800 or more transactions; or (2) Processes and/or maintains the personal information of 1,000 or more unique individuals during the course of a calendar year.	X	X	X	X	For each of the following processing activities involving personal information: (a) For processing of collected personal information for purposes of targeted advertising; (b) For processing of collected personal information for the purposes of direct marketing; (c) For processing of collected personal information for purposes of profiling; (d) Any processing activities involving collected personal information that presents a heightened risk of harm to individuals.	The greater of liquidated damages of \$100 per violation or actual damages, provided that the court may, in its discretion, increase the damages awarded up to an amount not to exceed three times the actual damages.	The greater of liquidated damages of \$100 per violation or actual damages, provided that the court may, in its discretion, increase the damages awarded up to an amount not to exceed three times the actual damages.
<a href="#">WASHINGTON SB 5141 (Data Privacy Act)</a>	Faithful, informed		Consumer	A person or legal entity that is not a governmental entity and that conducts business in Washington state, processes collected personal information, and: (1) Has an annual net-revenue of \$500,000 or more of annual revenue through 800 or more transactions; or (2) Processes and/or maintains the personal information of 1,000 or more unique individuals during the course of a calendar year.	X	X	X	X	For each of the following processing activities involving personal information: (a) For processing of collected personal information for purposes of targeted advertising; (b) For processing of collected personal information for the purposes of direct marketing; (c) For processing of collected personal information for purposes of profiling; (d) Any processing activities involving collected personal information that presents a heightened risk of harm to individuals.	The greater of liquidated damages of \$100 per violation or actual damages, provided that the court may, in its discretion, increase the damages awarded up to an amount not to exceed three times the actual damages.	The greater of liquidated damages of \$100 per violation or actual damages, provided that the court may, in its discretion, increase the damages awarded up to an amount not to exceed three times the actual damages.
<a href="#">MICHIGAN HB 5436</a>	Faithful, informed		Consumer	A credit reporting agency which receives consumer financial information resulting from a credit report or disclosure or such consumer financial information without the prior written consent of the consumer, except as required by the consumer consent.  A consumer engaged in a consumer transaction with any financial institution, creditor, or other entity providing consumer financial information to a credit reporting agency, that has the right to sue this state, including any credit reporting agency or other business, that has the right to sue this state, including any credit reporting agency, the information that a credit report is obtained by, but not limited to, the following: (1) Financial institutions; (2) Creditors; (3) Mortgage lenders; or (4) Mortgage servicers.  The credit reporting agency shall provide the consumer with information to determine what personal information is being sold or shared.  Financial institutions, creditors, mortgage lenders, or mortgage servicers shall not be subject to any action authorized by this article for sharing consumer information with a credit reporting agency.	X	X	X	X	(1) Against credit reporting agency who negligently or knowingly violates this article, liquidated damages of \$1,000 for each violation or actual damages, whichever is greater; or (2) Against credit reporting agency who intentionally violates this article, liquidated damages of \$1,000 for each violation or actual damages, whichever is greater.	Civil penalties of no more than \$10,000 for each violation of this article of willful and intentional acts.	
<a href="#">MICHIGAN SB 5114</a>	Faithful, informed		Consumer	A sale, partnership, joint venture, limited liability company, corporation, association, or other entity that: (1) Has an annual gross revenue in excess of \$25 million, as adjusted to history of every job customer, year to reflect any increase in the Consumer Price Index; (2) Annually has, maintains for the business's commercial purposes, sells, or shares for commercial purposes, the personal information of 50,000 or more consumers, households, or devices; (3) Derives 25 percent or more of its global annual revenue from selling or sharing personal information about consumers.	X	X	X	X	Deny in an amount not less than \$500 and not greater than \$10,000 per consumer per incident or actual damages, whichever is greater, for an unauthorized access and notification, then, if disclosure, notification, and mitigation and a consumer would also have access to the account, as a result of a consumer's violation of the data, to implement and maintain reasonable security procedures and practices appropriate to the nature of the information to protect the personal information.	Not more than \$2,500 for each additional violation of § 2-206 for each violation of this section. The fine may be doubled if the violation involved a consumer who is six years of age or younger.	
<a href="#">MICHIGAN SB 1338 (Consumer Data Protection Act)</a>	Withdraw by Governor		Consumer	"Control entity" means a business that acquires, maintains, communicates, or processes personal information or metadata information in or through one or more systems, networks, or services located in or outside this state.  A control entity acting as an information fiduciary under this chapter shall create, maintain, and comply with a written information program that contains administrative, technical, operational, and physical safeguards for the protection of personal information.				X	For: (1) The processing of personal data for purposes of targeted advertising; (2) The sale of personal data; (3) The processing of personal data for purposes of direct marketing; (4) The processing of sensitive data, and (5) Any processing activities involving personal data that presents a heightened risk of harm to individuals.		
<a href="#">MICHIGAN SB 1336</a>	Faithful, informed		Consumer	Person that conducts business in the state or produces products or services that are targeted to residents of the state and that: (1) During a calendar year, collects or processes personal data of at least 100,000 consumers; (2) Controls or processes personal data of at least 25,000 consumers and derives over 10 percent of gross revenue from the sale of personal data; or (3) Has annual gross revenue generated in this state which exceed \$25,000,000.	X	X	X	X	For processing activities involving personal data: (1) The processing of personal data for purposes of targeted advertising; (2) The sale of personal data; (3) The processing of personal data for purposes of direct marketing; (4) The processing of sensitive data, and (5) Any processing activities involving personal data that presents a heightened risk of harm to individuals.		Up to \$2,500 for each violation.
<a href="#">MICHIGAN SB 1337</a>	Faithful, informed		Consumer	Person that conducts business in Michigan or produces products or services that are targeted to residents of this state and who satisfy either of the following: (1) During a calendar year, collects or processes personal data of at least 100,000 consumers; (2) The person controls or processes personal data of at least 25,000 consumers and derives over 10 percent of gross revenue from the sale of personal data.	X	X	X	X	For processing activities involving personal data: (1) The processing of personal data for purposes of targeted advertising; (2) The sale of personal data; (3) The processing of personal data for purposes of direct marketing; (4) The processing of sensitive data, and (5) Any processing activities involving personal data that presents a heightened risk of harm to individuals.		Up to \$2,500 for each violation.
<a href="#">MICHIGAN SB 647 (OR 640)</a>	First chamber in committee, in conference with members of 2024		Consumer	Person that conducts business in Michigan or produces products or services that are targeted to residents of this state and who satisfy either of the following: (1) During a calendar year, collects or processes personal data of at least 100,000 consumers; (2) The person controls or processes personal data of at least 25,000 consumers and derives over 10 percent of gross revenue from the sale of personal data.	X	X	X	X	For processing activities involving personal data: (1) The processing of personal data for purposes of targeted advertising; (2) The sale of personal data; (3) The processing of personal data for purposes of direct marketing; (4) The processing of sensitive data, and (5) Any processing activities involving personal data that presents a heightened risk of harm to individuals.		Up to \$2,500 for each violation.