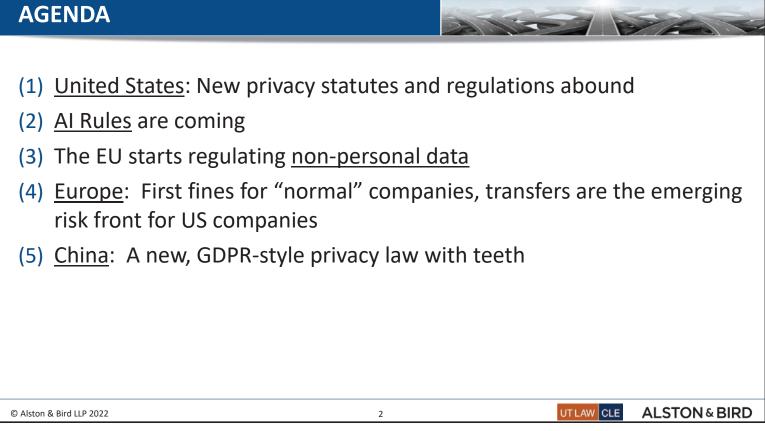


Privacy and Data Management Law: Major Updates from the Busiest Year to Date

Daniel Felz Alston & Bird

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United States:

New privacy statutes and regulations abound

New State Privacy Statutes

- California has passed the California Privacy Rights Act (CPRA)
- Colorado passed the Colorado Privacy Act (CPA)
- Virginia passed the Virginia Consumer Data Protection Act (VCDPA)
- Utah passed the Consumer Privacy Act (UCPA)
- Connecticut close to passing "Personal Data Privacy & Online Monitoring Act"

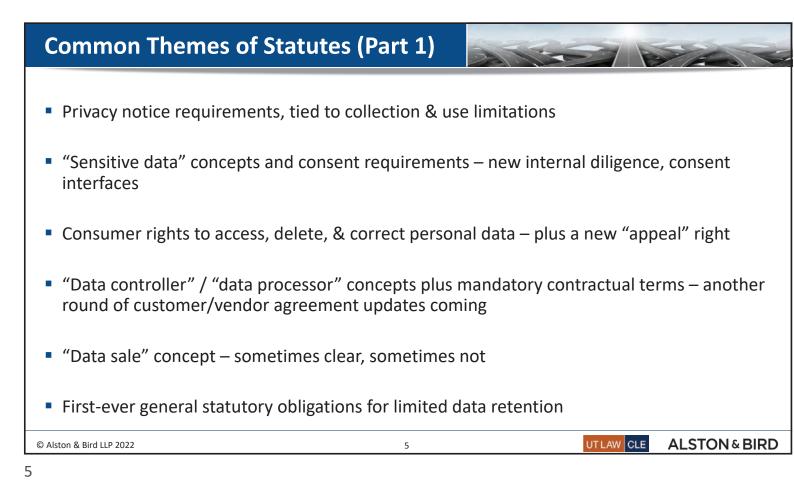
These statutes enter into force throughout 2023

- 13 or so additional state legislatures may consider privacy legislation in 2022
 - AK, MA, NY, NC, OH, OK, SC, VT introduced bills in 2021 that carry over

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- AZ, FL, MI, MN, WA reported to be introducing bills in 2022
- IL introduced bill in 2021, unclear if it will carry over

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Common Themes of Statutes (Part 2)
New & expanded rights to opt-out of digital advertising
New rules for high-impact algorithmic/AI decisions
Internal governance – privacy assessments & cybersecurity audits
Carve-outs for (a) employee data and (b) B2B data
Carve-outs for data subject to federal privacy statutes (GLBA, FCRA, or HIPAA)
Still no carve-outs for (a) telecom privacy laws, (b) state insurance privacy laws
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