

# US State Privacy Law Tracker



Last updated: April 2023

California, Colorado, Virginia, Utah, Connecticut, and Iowa all passed comprehensive privacy laws in recent years—creating a patchwork of requirements that companies must understand and comply with to avoid significant penalties.

Additional privacy legislation has been introduced in 23 other states, so understanding these laws and implementing stricter data privacy measures will soon be table stakes for operating a business in the US. **Read on to learn what each state privacy law requires and how they will affect your business.**

<p><b>California Consumer Privacy Act</b> CCPA <small>As amended by CPRA</small></p>	<p><b>Virginia Consumer Data Protection Act</b> VCDPA</p>	<p><b>Colorado Privacy Act</b> CPA</p>	<p><b>Connecticut Data Privacy Act</b> CTDPA</p>	<p><b>Utah Consumer Privacy Act</b> UCPA</p>	<p><b>Iowa Privacy Act</b> IPA</p>
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## Effective Date

January 1, 2023	January 1, 2023	July 1, 2023	July 1, 2023	December 31, 2023	January 1, 2025
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## Thresholds to applicability

<p><b>CPRA</b></p> <p>Conducts business in CA and collects personal information of CA residents</p> <p>AND</p> <p><i>Fulfills one of the following:</i></p> <ul style="list-style-type: none"> <li>Shares, sells, or buys personal data for 100,000 or more consumers per year</li> <li>Has \$25 million or more in annual revenue for the preceding calendar year</li> <li>Earns more than 50% of annual revenue from selling or sharing personal information</li> </ul>	<p><b>VCDPA</b></p> <p>Conducts business in VA or markets products/services to VA residents</p> <p>AND</p> <p>Controls or processes the personal data of 100,000 or more consumers per year</p> <p>OR</p> <p>Derives over 50% of gross revenue from selling personal data and processes the personal data of 25,000+ consumers</p>	<p><b>CPA</b></p> <p>Conducts business in CO or markets products/services to CO residents</p> <p>AND</p> <p>Controls or processes the personal data of 100,000 or more consumers per year</p> <p>OR</p> <p>Derives any revenue or receives discounts from selling personal data and controls personal data of 25,000 or more consumers</p>	<p><b>CTDPA</b></p> <p>Conducts business in CT or markets products/services to CT residents</p> <p>AND</p> <p>Controls or processes the personal data of 100,000 or more consumers per year</p> <p>OR</p> <p>Derives over 25% of gross revenue from selling personal data and processes the personal data of 25,000+ consumers</p>	<p><b>UCPA</b></p> <p>Conducts business in UT or markets products/services to UT residents</p> <p>AND</p> <p>Has \$25 million or more in annual revenue</p> <p>AND</p> <p><i>Fulfills one of the following:</i></p> <ul style="list-style-type: none"> <li>Controls or processes personal data of 100,000 or more consumers per year</li> <li>Derives over 50% of gross revenue from selling personal data and processes personal data of 25,000+ consumers</li> </ul>	<p><b>IPA</b></p> <p>Conducts business in IA or markets products/services to IA residents</p> <p>AND</p> <p>Controls or processes the personal data of 100,000 or more consumers per year</p> <p>OR</p> <p>Derives over 50% of gross revenue from selling personal data and controls personal data of 25,000 or more consumers</p>
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## Consumer rights

<p>Access Portability Deletion Correction Opt Out</p>	<p>Access Portability Deletion Correction Opt Out</p>	<p>Access Portability Deletion Correction Opt Out</p>	<p>Access Portability Deletion Correction Opt Out</p>	<p>Access Portability Deletion Opt Out</p>	<p>Access Portability Deletion Opt Out</p>
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## Opt out mechanism required for...

Data sales, targeted advertising, and automated profiling	Data sales and targeted advertising	Data sales			
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## Opt-in consent

Required to share or sell personal information for minors 16 years or younger	Required to share or sell personal information for minors 13 years or younger	Required to share or sell personal information for minors 13 years or younger	Required to share or sell personal information for minors 13 years or younger	Required to share or sell personal information for minors 16 years or younger <small>*If required by COPPA</small>	Required to share or sell personal information for minors 13 years or younger <small>*If required by COPPA</small>
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## Data protection assessments

Annual cybersecurity audit and risk assessments will be required—specific guidelines still to be determined	Required for sale, targeted advertising, sensitive data, and certain profiling	Required for sale, targeted advertising, sensitive data, and certain profiling	Required for sale, targeted advertising, sensitive data, and certain profiling	N/A	N/A
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## Authorized agents

Permitted for all consumer rights requests	N/A	Permitted for opt-out requests	Permitted for opt-out requests	N/A	N/A
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## Notice at collection

Required	Required	Required	Required	Required	Required
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## Right to appeal

N/A	State must create an appeals process for consumers in the event a business refuses to fulfill consumer rights	State must create an appeals process for consumers in the event a business refuses to fulfill consumer rights	State must create an appeals process for consumers in the event a business refuses to fulfill consumer rights	N/A	State must create an appeals process for consumers in the event a business refuses to fulfill consumer rights
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## Enforcement

Attorney General and California Privacy Protection Agency	Attorney General	Attorney General District Attorneys	Attorney General	Attorney General (All complaints vetted through Utah Division of Consumer Protection first.)	Attorney General
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## Private right of action

Yes, for security breaches involving specific sensitive personal information	N/A	N/A	N/A	N/A	N/A
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## Automatic cure period

30-day cure period (Discretionary as of Jan. 1, 2023)	30 days	60 days (Discretionary as of Jan. 1, 2025)	60 days (Discretionary as of Jan. 1, 2025)	30 days	90 days
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## Fines

Up to \$2,500 per unintentional violation or up to \$7,500 per intentional violation	Up to \$7,500 per violation in civil penalties	Up to \$20,000 per violation in civil penalties	Up to \$5,000 per violation in civil penalties	Up to \$7,500 per violation in civil penalties, plus actual damages to the consumer	Up to \$7,500 per violation in civil penalties, plus actual damages to the consumer
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## Brought to you by Transcend

Companies like Clubhouse, Robinhood, and Patreon use Transcend to encode privacy throughout their tech stack—easily fulfilling modern data rights with automated solutions for **privacy request fulfillment, consent management, data protection assessments, and data mapping.**

With Transcend's industry-leading privacy solutions, tech leaders can go beyond patchwork compliance and manual processes—building scalable privacy programs that pave your way to the future of privacy.

Transcend helps companies put privacy on autopilot.