

Applicability Thresholds

| Law | Monetary Threshold | # of Consumers Threshold | Sell/Share Threshold |
|--------------------|-----------------------------------|---|---|
| California | \$25,000,000 | 100,000 consumers or households 0.26% of state's 39.2 million population | Derives 50% or more of annual revenues from selling or sharing consumers' personal information |
| Colorado | N/A | 100,000 consumers 1.72% of state's 5.8 million population | Derives revenue or receives a discount on the price of goods or services from the sale of personal data + processes or controls the personal data of 25,000 or more consumers |
| Connecticut | N/A | 100,000 consumers 2.78% of state's 3.6 million population | Derives more than 25% of gross revenue from sale of personal data + control or process personal data of not less than 25,000 consumers |
| Iowa | N/A | 100,000 consumers 3.125% of state's 3.2 million population | Derives over 50% of gross revenue from sale of personal data + controls or processes personal data of 25,000 or more consumers |
| Utah | \$25,000,000 (+ another category) | 100,000 consumers 3.03% of state's 3.3 million population | Derives over 50% of gross revenue from sale of personal data + controls or processes personal data of 25,000 or more consumers |
| Virginia | N/A | 100,000 consumers 1.16% of state's 8.6 million population | Derives over 50% of gross revenue from sale of personal data + control or process personal data of at least 25,000 consumers |

Rights

| Right | Cal. | Colo. | Conn. | Iowa | Utah | Virginia |
|--|-----------------------------|-------|-------|---|---------|----------|
| Know / Confirm | Yes | Yes | Yes | Yes | Yes | Yes |
| Access | Yes | Yes | Yes | Yes | Yes | Yes |
| Data portability | Yes | Yes | Yes | Partial | Partial | Yes |
| Deletion | Partial | Yes | Yes | Partial | Partial | Yes |
| Correct inaccuracies | Yes | Yes | Yes | No | No | Yes |
| Not be discriminated against | Yes | Yes | Yes | Partial | Partial | Yes |
| Opt-out of sale | Yes | Yes | Yes | Yes | Partial | Yes |
| Opt-out of targeted advertising / sharing | Yes | Yes | Yes | Unclear (right is not listed in consumer rights provision of bill but controllers must provide means to opt out) | Yes | Yes |
| Opt-out of certain types of profiling | Yes | Yes | Yes | No. | No | Yes |
| Recognize opt out signals | Yes (through rulemaking) | Yes | Yes | No | No | No |

Other Provisions

| Provision | Cal. | Colo. | Conn. | Iowa | Utah | Virginia |
|--|--|--|--|------------------------|------------------------|------------------------|
| Data Protection Assessments | TBD (rulemaking) | Yes | Yes | No | No | Yes |
| Definition of sale | Monetary or other valuable consideration | Monetary or other valuable consideration | Monetary or other valuable consideration | Monetary consideration | Monetary consideration | Monetary consideration |
| Opt-out Request Must be Verified | No | Yes | No | Yes | Yes | Yes |
| Treatment of Sensitive Data | Right to Limit Use | Opt-in | Opt-in | Notice and opt-out | Notice and opt-out | Opt-in |
| GLBA exemption | Data level | Entity and data level | Entity and data level | Entity and data level | Entity and data level | Entity and data level |
| Additional Children's Rights | Opt-in for selling or sharing of PI of children ages 13-15 | No | Opt-in for targeted advertising or sale of PI of children ages 13-15 | No | No | No |
| Data Processing Agreements | Yes | Yes | Yes | Yes | Yes | Yes |
| Privacy Policy | Yes | Yes | Yes | Yes | Yes | Yes |
| Implement Reasonable Data Security Measures | Yes | Yes | Yes | Yes | Yes | Yes |
| Duty to Avoid Secondary Use | Yes | Yes | Yes | No | No | Yes |
| Data Minimization | Yes | Yes | Yes | No | No | Yes |
| Enforcement | Attorney General / Agency (limited PRA for data breaches) | Attorney General | Attorney General | Attorney General | Attorney General | Attorney General |

| | | | | | | |
|-----------------------|--------------|-----------------------------------|------------------------------------|------------------------------|------------------------------|------------------------------|
| Right to Cure | Expired | 60 days (sunsets Jan. 1, 2025) | 60 days (sunsets Dec. 31, 2024) | 90 days (does not sunset) | 30 days (does not sunset) | 30 days (does not sunset) |
| Rulemaking | Yes | Yes | No | No | No | No |
| Effective Date | Jan. 1, 2023 | July 1, 2023 | July 1, 2023 | Jan. 1, 2025 | Dec. 31, 2023 | Jan. 1, 2023 |

Husch Blackwell LLP