

TRENDS *in* FOCUS

2023-2024

Legislative Session

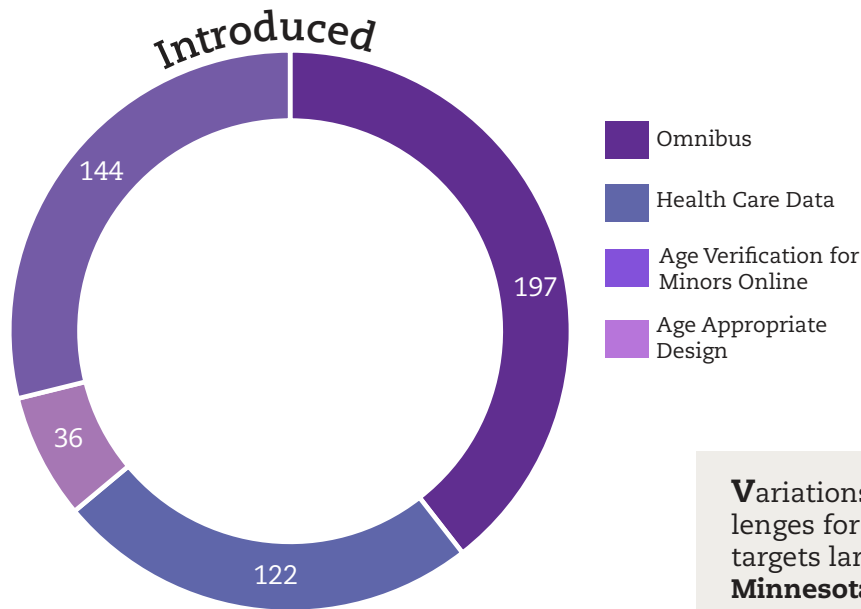
PRIVACY

Omnibus

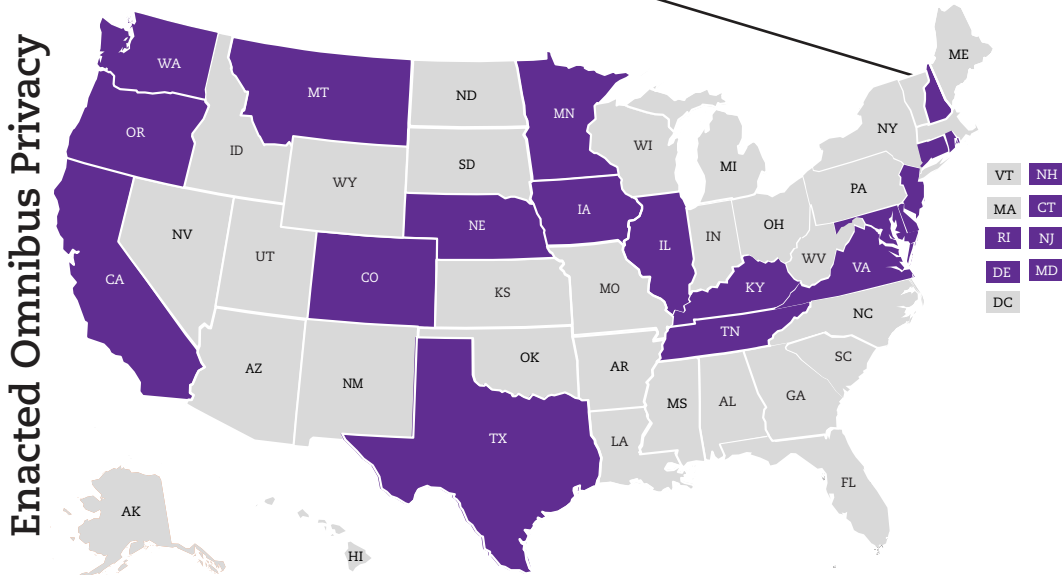
In the first half of 2024, seven new states enacted comprehensive privacy laws, bringing the total to 19 states. These laws, which generally mirror existing state privacy regulations, introduce new elements like expanded definitions of sensitive data, standards for minors' data and new consumer rights.

Variations in these laws pose compliance challenges for businesses. For instance, **Florida's** law targets large tech companies, while **Maryland** and **Minnesota** prohibit discriminatory data processing. Maryland's law also includes significant changes, such as stricter handling of sensitive and health data, lower thresholds for business applicability, recognition of universal opt-out mechanisms and unique consumer rights.

Additionally, it mandates a "should have known" standard for minors' data, which may require age-gating, and grants rulemaking authority to the Director of the Division of Consumer Affairs. Other states like **New Hampshire** and **New Jersey** also extend rulemaking authority to ensure enforcement.



Vermont HB 121, an omnibus bill that included a health care data section and AADC provisions, was vetoed in June and is poised to make a comeback next session. Other states may follow suit.



Information updated as of July 24, 2024

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