

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20

H.121

Introduced by Representatives Marcotte of Coventry, Carroll of Bennington,  
Graning of Jericho, Jerome of Brandon, Mulvaney-Stanak of  
Burlington, Nicoll of Ludlow, Priestley of Bradford, Sammis of  
Castleton, and White of Bethel

Referred to Committee on

Date:

Subject: Commerce and trade; consumer protection

Statement of purpose of bill as introduced: This bill proposes to afford data  
privacy protections to Vermonters.

An act relating to enhancing consumer privacy

It is hereby enacted by the General Assembly of the State of Vermont:

Sec. 1. 9 V.S.A. chapter 62 is amended to read:

CHAPTER 62. PROTECTION OF PERSONAL INFORMATION

Subchapter 1. General Provisions

§ 2430. DEFINITIONS

As used in this chapter:

- (1) “Biometric identifier” means unique biometric data generated from  
measurements or technical analysis of ~~human body~~an individual’s  
biological characteristics such as a fingerprint, a voiceprint, eye

1 ~~retinas, irises or other unique biological patterns or characteristics~~  
2 ~~used by the owner or licensee of the data to identify or authenticate~~  
3 ~~the consumer a specific individual, including a fingerprint, retina or~~  
4 ~~iris image, or other unique physical representation or digital~~  
5 ~~representation of biometric data.~~

6 (2)(A) “Brokered personal information” means one or more of the  
7 following computerized data elements about a consumer, if categorized or  
8 organized for dissemination to third parties:

9 (i) name;

10 (ii) address;

11 (iii) date of birth;

12 (iv) place of birth;

13 (v) mother’s maiden name;

14 (vi) ~~unique biometric data generated from measurements or~~  
15 ~~technical analysis of human body characteristics used by the owner or licensee~~  
16 ~~of the data to identify or authenticate the consumer, such as a fingerprint, retina~~  
17 ~~or iris image, or other unique physical representation or digital representation~~  
18 ~~of biometric data~~ biometric identifier;

19 (vii) name or address of a member of the consumer’s immediate  
20 family or household;

1                   (viii) Social Security number or other government-issued  
2 identification number; or

3                   (ix) other information that, alone or in combination with the other  
4 information sold or licensed, would allow a reasonable person to identify the  
5 consumer with reasonable certainty.

6                   (B) “Brokered personal information” does not include publicly  
7 available information to the extent that it is related to a consumer’s business or  
8 profession.

9                   ~~(2)~~(3) “Business” means a commercial entity, including a sole  
10 proprietorship, partnership, corporation, association, limited liability company,  
11 or other group, however organized and whether or not organized to operate at a  
12 profit, including a financial institution organized, chartered, or holding a  
13 license or authorization certificate under the laws of this State, any other state,  
14 the United States, or any other country, or the parent, affiliate, or subsidiary of  
15 a financial institution, but does not include the State, a State agency, any  
16 political subdivision of the State, or a vendor acting solely on behalf of, and at  
17 the direction of, the State.

18                   ~~(3)~~(4) “Consumer” means an individual residing in this State.

19                   ~~(4)~~(5)(A) “Data broker” means a business, or unit or units of a business,  
20 separately or together, that knowingly collects and sells or licenses to third

1 parties the brokered personal information of a consumer with whom the  
2 business does not have a direct relationship.

3 (B) Examples of a direct relationship with a business include if the  
4 consumer is a past or present:

5 (i) customer, client, subscriber, user, or registered user of the  
6 business's goods or services;

7 (ii) employee, contractor, or agent of the business;

8 (iii) investor in the business; or

9 (iv) donor to the business.

10 (C) The following activities conducted by a business, and the  
11 collection and sale or licensing of brokered personal information incidental to  
12 conducting these activities, do not qualify the business as a data broker:

13 (i) developing or maintaining third-party e-commerce or  
14 application platforms;

15 (ii) providing 411 directory assistance or directory information  
16 services, including name, address, and telephone number, on behalf of or as a  
17 function of a telecommunications carrier;

18 (iii) providing publicly available information related to a  
19 consumer's business or profession; or

20 (iv) providing publicly available information via real-time or near-  
21 real-time alert services for health or safety purposes.

1 (D) The phrase “sells or licenses” does not include:

2 (i) a one-time or occasional sale of assets of a business as part of a  
3 transfer of control of those assets that is not part of the ordinary conduct of the  
4 business; or

5 (ii) a sale or license of data that is merely incidental to the  
6 business.

7 ~~(5)(6)~~(A) “Data broker security breach” means an unauthorized  
8 acquisition or a reasonable belief of an unauthorized acquisition of more than  
9 one element of brokered personal information maintained by a data broker  
10 when the brokered personal information is not encrypted, redacted, or  
11 protected by another method that renders the information unreadable or  
12 unusable by an unauthorized person.

13 (B) “Data broker security breach” does not include good faith but  
14 unauthorized acquisition of brokered personal information by an employee or  
15 agent of the data broker for a legitimate purpose of the data broker, provided  
16 that the brokered personal information is not used for a purpose unrelated to  
17 the data broker’s business or subject to further unauthorized disclosure.

18 (C) In determining whether brokered personal information has been  
19 acquired or is reasonably believed to have been acquired by a person without  
20 valid authorization, a data broker may consider the following factors, among  
21 others:

1 (i) indications that the brokered personal information is in the  
2 physical possession and control of a person without valid authorization, such  
3 as a lost or stolen computer or other device containing brokered personal  
4 information;

5 (ii) indications that the brokered personal information has been  
6 downloaded or copied;

7 (iii) indications that the brokered personal information was used  
8 by an unauthorized person, such as fraudulent accounts opened or instances of  
9 identity theft reported; or

10 (iv) that the brokered personal information has been made public.

11 ~~(6)~~(7) “Data collector” means a person who, for any purpose, whether  
12 by automated collection or otherwise, handles, collects, disseminates, or  
13 otherwise deals with personally identifiable information, and includes the  
14 State, State agencies, political subdivisions of the State, public and private  
15 universities, privately and publicly held corporations, limited liability  
16 companies, financial institutions, and retail operators.

17 (8) “De-identified data” means data that cannot reasonably be used to  
18 infer information about, or otherwise be linked to, an identified or identifiable  
19 individual, or a device linked to such individual, if the data collector or data  
20 broker that possesses such data (A) takes reasonable measures to ensure that  
21 such data cannot be associated with an individual, (B) publicly commits to

1 process such data only in a de-identified fashion and not attempt to re-identify  
2 such data, and (C) contractually obligates any recipients of such data to satisfy  
3 the criteria set forth in subparagraphs (A) and (B) of this subdivision.

4 ~~(7)~~(98) “Encryption” means use of an algorithmic process to transform  
5 data into a form in which the data is rendered unreadable or unusable without  
6 use of a confidential process or key.

7 (10) "Identified or identifiable individual" means an individual who can  
8 be readily identified, directly or indirectly, reference to which includes, but is  
9 not limited to, an identifier such as a name, an identification number, precise  
10 geolocation data, or an online identifier.

11 ~~(8)~~(119) “License” means a grant of access to, or distribution of, data by  
12 one person to another in exchange for consideration. A use of data for the sole  
13 benefit of the data provider, where the data provider maintains control over the  
14 use of the data, is not a license.

15 ~~(9)~~(1210) “Login credentials” means a consumer’s user name or e-mail  
16 address, in combination with a password or an answer to a security question,  
17 that together permit access to an online account.

18 ~~(10)~~(131)(A) “Personally identifiable information” means a consumer’s  
19 first name or first initial and last name in combination with one or more of the  
20 following digital data elements, when the data elements are not encrypted,

1 redacted, or protected by another method that renders them unreadable or  
2 unusable by unauthorized persons:

3 (i) a Social Security number;

4 (ii) a driver license or nondriver State identification card number,  
5 individual taxpayer identification number, passport number, military  
6 identification card number, or other identification number that originates from  
7 a government identification document that is commonly used to verify identity  
8 for a commercial transaction;

9 (iii) a financial account number or credit or debit card number, if  
10 the number could be used without additional identifying information, access  
11 codes, or passwords;

12 (iv) a password, personal identification number, or other access  
13 code for a financial account;

14 (v) ~~unique biometric data generated from measurements or~~  
15 ~~technical analysis of human body characteristics used by the owner or licensee~~  
16 ~~of the data to identify or authenticate the consumer, such as a fingerprint, retina~~  
17 ~~or iris image, or other unique physical representation or digital representation~~  
18 ~~of biometric data~~ a biometric identifier;

19 (vi) genetic information; and

20 (vii)(I) health records or records of a wellness program or similar  
21 program of health promotion or disease prevention;



1 (II) a health care professional’s medical diagnosis or treatment  
2 of the consumer; or

3 (III) a health insurance policy number.

4 (B) “Personally identifiable information” does not mean publicly  
5 available information that is lawfully made available to the general public from  
6 federal, State, or local government records.

7 (142) “Personal information” means any information that identifies,  
8 relates to, describes, or is capable of being associated with a particular  
9 consumer, and includes personally identifiable information, brokered personal  
10 information, login credentials, and covered information as defined by the  
11 Health Insurance Portability and Accountability Act of 1996 (“HIPAA”).  
12 “Personal information” shall be interpreted broadly.

13 (15) “Precise geolocation information” means information derived from  
14 technology, including, but not limited to, global positioning system level  
15 latitude and longitude coordinates or other mechanisms, that directly identifies  
16 the specific location of an individual with precision and accuracy within a  
17 radius of one thousand seven hundred fifty feet.

18 (16) “Predictive analytics” means any form of automated processing of  
19 personal information to evaluate, analyze, or predict personal aspects  
20 concerning an identified or identifiable individual’s economic situation, health,  
21 personal preferences, interests, reliability, behavior, location, or movements.

1           (17) “Process” or “processing” means any operation or set of operations  
2           performed, whether by manual or automated means, on personal information  
3           or on sets of personal information, such as the collection, use, storage,  
4           disclosure, analysis, deletion, or modification of personal information.

5           ~~S(11)(183)~~ - “Publicly available information” means information that (A)  
6           is lawfully made available through federal, state, or municipal government  
7           records or widely distributed media; and (B) a data collector or a data broker  
8           has a reasonable basis to believe a consumer has lawfully made available to the  
9           general public.

10           (19) “Record” means any material on which written, drawn, spoken,  
11           visual, or electromagnetic information is recorded or preserved, regardless of  
12           physical form or characteristics.

13           ~~(12)(2014)~~ “Redaction” means the rendering of data so that the data are  
14           unreadable or are truncated so that no more than the last four digits of the  
15           identification number are accessible as part of the data.

16           ~~(13)(2115)~~(A) “Security breach” means unauthorized acquisition of  
17           electronic data, or a reasonable belief of an unauthorized acquisition of  
18           electronic data, that compromises the security, confidentiality, or integrity of a  
19           consumer’s personally identifiable information or login credentials maintained  
20           by a data collector.

1           (B) “Security breach” does not include good faith but unauthorized  
2 acquisition of personally identifiable information or login credentials by an  
3 employee or agent of the data collector for a legitimate purpose of the data  
4 collector, provided that the personally identifiable information or login  
5 credentials are not used for a purpose unrelated to the data collector’s business  
6 or subject to further unauthorized disclosure.

7           (C) In determining whether personally identifiable information or  
8 login credentials have been acquired or is reasonably believed to have been  
9 acquired by a person without valid authorization, a data collector may consider  
10 the following factors, among others:

11           (i) indications that the information is in the physical possession  
12 and control of a person without valid authorization, such as a lost or stolen  
13 computer or other device containing information;

14           (ii) indications that the information has been downloaded or  
15 copied;

16           (iii) indications that the information was used by an unauthorized  
17 person, such as fraudulent accounts opened or instances of identity theft  
18 reported; or

19           (iv) that the information has been made public.

20           ~~(2216)~~ “Sell,” “selling,” “sale,” or “sold,” means selling, renting,  
21 releasing, disclosing, disseminating, making available, transferring, or

1 otherwise communicating orally, in writing, or by electronic or other means  
2 personal information by the business to another business or a third party for  
3 monetary or other valuable consideration. ~~This definition shall be interpreted~~  
4 broadly.

5 (23) “Targeted advertising” means the targeting of advertisements to a  
6 consumer based on the consumer’s activities with one or more businesses,  
7 distinctly-branded websites, applications or services, other than the business,  
8 distinctly branded website, application, or service with which the consumer  
9 intentionally interacts. It does not include advertising: (a) Based on activities  
10 within a data collector or data broker’s own commonly-branded websites or  
11 online applications; (b) based on the context of a consumer's current search  
12 query or visit to a website or online application; or (c) to a consumer in  
13 response to the consumer's request for information or feedback.

14 \* \* \*

15 The provisions of this act apply to persons that conduct business in this state or  
16 persons that produce products or services that are targeted to residents of this  
17 state.

18 § 2432. GENERAL REQUIREMENTS FOR COLLECTION AND USE OF  
19 DATA

1 ~~(a) Application. A data collector that owns, licenses, maintains, or~~  
2 ~~possesses personal information is subject to enforcement of any law under this~~  
3 ~~chapter.~~

4 (b) Data minimization. A data collector's collection, use, retention, and  
5 sharing of personal information shall be reasonably necessary and  
6 proportionate to achieve the purposes for which the personal information -was  
7 collected or processed~~or for another disclosed purpose that is compatible with~~  
8 ~~the context in which the personal information was collected and not further~~  
9 ~~processed in a manner that is incompatible with those purposes.~~

10 (c) Secondary uses. A business that controls the collection of a consumer's  
11 personal information shall, at or before the point of collection, inform  
12 consumers of the following:

13 (1) The categories of personal information to be collected and the  
14 purposes for which the categories of personal information are collected or used  
15 and whether that information is sold or shared. A data collector that obtains  
16 personal information from a source other than the consumer shall not use that  
17 information for additional purposes that are inconsistent with the purpose for  
18 which it was initially collected~~nor may it use that information for a purpose~~  
19 ~~inconsistent with any notice or consent involved in the initial data~~  
20 ~~collection without providing the consumer with notice consistent with this~~  
21 section.

1           (2) A data collector shall not retain personal information if it is unable to  
2           determine the initial purpose, notice, or consent described in subdivision (1) of  
3           this subsection.

4           (d) A data collector shall not discriminate against a consumer for  
5           exercising any of the consumer rights contained in subsection e, including  
6           denying goods or services, charging different prices or rates for goods or  
7           services or providing a different level of quality of goods or services to the  
8           consumer.

9           (e) Rights of consumers. Consumers shall have the rights specified by rule  
10           by the Attorney General with regard to their personal information.- A  
11           consumer shall have the right to: (1) Confirm whether or not a data collector or  
12           data broker is processing the consumer's personal information and access such  
13           personal information, unless such confirmation or access would require the  
14           data collector or data broker to reveal a trade secret; (2) correct inaccuracies in  
15           the consumer's personal information, taking into account the nature of the  
16           personal information and the purposes of the processing of the consumer's  
17           personal information; (3) delete personal information provided by, or obtained  
18           about, the consumer; (4) obtain a copy of the consumer's personal information  
19           processed by a data collector, in a portable and, to the extent technically  
20           feasible, readily usable format that allows the consumer to transmit the data to  
21           another data collector without hindrance, where the processing is carried out

1 by automated means, provided such data collector shall not be required to  
2 reveal any trade secret; and (5) opt out of the processing of the personal  
3 information for purposes of (A) targeted advertising, (B) the sale of personal  
4 information, or (C) profiling in furtherance of solely automated decisions that  
5 produce legal or similarly significant effects concerning the consumer.

6 (1e) Do not track. On or after July 1, 2023, a data collector that processes  
7 for purposes of targeted advertising, predictive analytics, tracking, or the sale  
8 of personal information or that is a data broker shall allow consumers to  
9 exercise the right to opt out of the processing of personal information  
10 concerning the consumer for purposes of targeted advertising, predictive  
11 analytics, tracking, or the sale of personal information through a user-selected  
12 universal opt-out mechanism. ~~T~~ ~~that meets the technical specifications~~  
13 ~~established by the Attorney General.~~

14 (2) A consumer may designate another person to serve as the consumer's  
15 authorized agent, and act on such consumer's behalf, to opt out of the  
16 processing of such consumer's personal data for one or more of the purposes  
17 specified in subsection (1). The consumer may designate such authorized agent  
18 by way of, among other things, a technology, including, but not limited to, an  
19 Internet link or a browser setting, browser extension or global device setting,  
20 indicating such consumer's intent to opt out of such processing. A data  
21 collector or data broker shall comply with an opt out request received from an

1 authorized agent if the data collector or data broker is able to verify, with  
2 commercially reasonable effort, the identity of the consumer and the  
3 authorized agent's authority to act on such consumer's behalf.

4 (f) Exemptions. Nothing in this section shall be construed to restrict a data  
5 collector or data broker's ability to: (1) Comply with federal, state or municipal  
6 ordinances or regulations; (2) comply with a civil, criminal or regulatory  
7 inquiry, investigation, subpoena or summons by federal, state, municipal or  
8 other governmental authorities; (3) cooperate with law enforcement agencies  
9 concerning conduct or activity that the data collector or data broker reasonably  
10 and in good faith believes may violate federal, state or municipal ordinances or  
11 regulations; (4) investigate, establish, exercise, prepare for or defend legal  
12 claims; (5) provide a product or service specifically requested by a consumer;  
13 (6) perform under a contract to which a consumer is a party, including  
14 fulfilling the terms of a written warranty; (7) take steps at the request of a  
15 consumer prior to entering into a contract; (8) take immediate steps to protect  
16 an interest that is essential for the life or physical safety of the consumer or  
17 another individual, and where the processing cannot be manifestly based on  
18 another legal basis; (9) prevent, detect, protect against or respond to security  
19 incidents, identity theft, fraud, harassment, malicious or deceptive activities or  
20 any illegal activity, preserve the integrity or security of systems or investigate,  
21 report or prosecute those responsible for any such action; (10) engage in public



1 or peer-reviewed scientific or statistical research in the public interest that  
2 adheres to all other applicable ethics and privacy laws; (11) assist another data  
3 collector, data broker, or third party with any of the obligations under this  
4 section; or (12) process personal information for reasons of public interest in  
5 the area of public health, community health or population health, but solely to  
6 the extent that such processing is (A) subject to suitable and specific measures  
7 to safeguard the rights of the consumer whose personal information is being  
8 processed, and (B) under the responsibility of a professional subject to  
9 confidentiality obligations under federal, state or local law.

10 (g) This title shall not apply to any of the following:

11 (1) Protected health information under HIPAA, 42 U.S.C. 1320d et. seq.,  
12 as amended from time to time;

13 (2) Patient-identifying information for purposes of 42 U.S.C. 290dd-2;

14 (3) Identifiable private information for purposes of the federal policy  
15 for the protection of human subjects under 45 C.F.R. Part 46; identifiable  
16 private information that is otherwise information collected as part of human  
17 subjects research pursuant to the good clinical practice guidelines issued by  
18 The International Council for Harmonisation of Technical Requirements for  
19 Pharmaceuticals for Human Use; the protection of human subjects under 21  
20 C.F.R. Parts 6, 50, and 56, or personal information used or shared in research

1 conducted in accordance with the requirements set forth in this chapter, or  
2 other research conducted in accordance with applicable law;

3 (4) Information and documents created for purposes of the federal  
4 Health Care Quality Improvement Act of 1986 (42 U.S.C. § 11101 et seq.);

5 (5) Patient safety work product for purposes of the federal Patient  
6 Safety and Quality Improvement Act (42 U.S.C. § 299b-21 et seq.);

7 (6) Information derived from any of the health care-related information  
8 listed in this subsection that is de-identified in accordance with the  
9 requirements for de-identification pursuant to HIPAA;

10 (7) Information originating from, and intermingled to be  
11 indistinguishable with, or information treated in the same manner as  
12 information exempt under this subsection that is maintained by a covered  
13 entity or business associate as defined by HIPAA or a program or a qualified  
14 service organization as defined by 42 U.S.C. § 290dd-2;

15 (8) Information used only for public health activities and purposes as  
16 authorized by HIPAA;

17 (9) The collection, maintenance, disclosure, sale, communication, or  
18 use of any personal information bearing on a consumer's credit worthiness,  
19 credit standing, credit capacity, character, general reputation, personal

1 characteristics, or mode of living by a consumer reporting agency or furnisher  
2 that provides information for use in a consumer report, and by a user of a  
3 consumer report, but only to the extent that such activity is regulated by and  
4 authorized under the federal Fair Credit Reporting Act (15 U.S.C. § 1681 et  
5 seq.);

6 (10) Personal information collected, processed, sold, or disclosed  
7 subject to the federal Gramm-Leach-Bliley Act (Public Law 106-102);

8 (11) Personal information collected, processed, sold, or disclosed in  
9 compliance with the federal Driver's Privacy Protection Act of 1994 (18 U.S.C.  
10 § 2721 et seq.);

11 (12) Personal information regulated by the federal Family Educational  
12 Rights and Privacy Act (20 U.S.C. § 1232g et seq.);

13 (13) Personal information collected, processed, sold, or disclosed in  
14 compliance with the federal Farm Credit Act (12 U.S.C. § 2001 et seq.);

15 (14) Personal information regulated by the federal Children's Online  
16 Privacy Protection Act of 1998, 15 U.S.C. Secs. 6501 to 6506, as amended, if  
17 collected, processed, and maintained in compliance with that law; and

18 (15) Data processed or maintained (i) in the course of an individual  
19 applying to, employed by, or acting as an agent or independent contractor of a

1 data collector, data broker, or third party, to the extent that the data is collected  
2 and used within the context of that role; (ii) as the emergency contact  
3 information of an individual under this chapter used for emergency contact  
4 purposes; or (iii) that is necessary to retain to administer benefits for another  
5 individual relating to the individual under clause (i) and used for the purposes  
6 of administering those benefits.

7 (g) Enforcement. The Attorney General and State's Attorney shall have  
8 sole and full authority to investigate potential violations of this subchapter and  
9 to enforce, prosecute, obtain, and impose remedies for a violation of this  
10 subchapter or any rules or regulations made pursuant to this chapter as the  
11 Attorney General and State's Attorney have under chapter 63 of this title. The  
12 Attorney General may refer the matter to the State's Attorney in an appropriate  
13 case. The Superior Courts shall have jurisdiction over any enforcement matter  
14 brought by the Attorney General or a State's Attorney under this subsection.

15  
16 Subchapter 2. ~~Security Breach Notice Act~~ Data Security Breaches

17 \* \* \*

18 § 2436. NOTICE OF DATA BROKER SECURITY BREACH

19 (a) Short title. This section shall be known as the Data Broker Security  
20 Breach Notice Act.

21 (b) Notice of breach.

1           (1) Except as otherwise provided in subsection (d) of this section, any  
2           data broker shall notify the consumer that there has been a data broker security  
3           breach following discovery or notification to the data broker of the breach.  
4           Notice of the security breach shall be made in the most expedient time possible  
5           and without unreasonable delay, but not later than 45 days after the discovery  
6           or notification, consistent with the legitimate needs of the law enforcement  
7           agency, as provided in subdivisions (3) and (4) of this subsection, or with any  
8           measures necessary to determine the scope of the security breach and restore  
9           the reasonable integrity, security, and confidentiality of the data system.

10           (2) A data broker shall provide notice of a breach to the Attorney  
11           General as follows:

12           (A)(i) The data broker shall notify the Attorney General of the date of  
13           the security breach and the date of discovery of the breach and shall provide a  
14           preliminary description of the breach within 14 business days, consistent with  
15           the legitimate needs of the law enforcement agency, as provided in subdivision  
16           (3) and subdivision (4) of this subsection (b), after the data broker's discovery  
17           of the security breach or when the data broker provides notice to consumers  
18           pursuant to this section, whichever is sooner.

19           (ii) If the date of the breach is unknown at the time notice is sent  
20           to the Attorney General, the data broker shall send the Attorney General the  
21           date of the breach as soon as it is known.

1           (iii) Unless otherwise ordered by a court of this State for good  
2           cause shown, a notice provided under this subdivision (2)(A) shall not be  
3           disclosed to any person other than the authorized agent or representative of the  
4           Attorney General, a State's Attorney, or another law enforcement officer  
5           engaged in legitimate law enforcement activities without the consent of the  
6           data broker.

7           (B)(i) When the data broker provides notice of the breach pursuant to  
8           subdivision (1) of this subsection (b), the data broker shall notify the Attorney  
9           General of the number of Vermont consumers affected, if known to the data  
10          broker, and shall provide a copy of the notice provided to consumers under  
11          subdivision (1) of this subsection (b).

12          (ii) The data broker may send to the Attorney General a second  
13          copy of the consumer notice, from which is redacted the type of brokered  
14          personal information that was subject to the breach, that the Attorney General  
15          shall use for any public disclosure of the breach.

16          (3) The notice to a consumer required by this subsection shall be  
17          delayed upon request of a law enforcement agency. A law enforcement agency  
18          may request the delay if it believes that notification may impede a law  
19          enforcement investigation or a national or Homeland Security investigation or  
20          jeopardize public safety or national or Homeland Security interests. In the  
21          event law enforcement makes the request for a delay in a manner other than in

1 writing, the data broker shall document such request contemporaneously in  
2 writing and include the name of the law enforcement officer making the  
3 request and the officer's law enforcement agency engaged in the investigation.  
4 A law enforcement agency shall promptly notify the data broker in writing  
5 when the law enforcement agency no longer believes that notification may  
6 impede a law enforcement investigation or a national or Homeland Security  
7 investigation, or jeopardize public safety or national or Homeland Security  
8 interests. The data broker shall provide notice required by this section without  
9 unreasonable delay upon receipt of a written communication, which includes  
10 facsimile or electronic communication, from the law enforcement agency  
11 withdrawing its request for delay.

12 (4) The notice to a consumer required in subdivision (1) of this  
13 subsection shall be clear and conspicuous. A notice to a consumer of a  
14 security breach involving brokered personal information shall include a  
15 description of each of the following, if known to the data broker:

16 (A) the incident in general terms;

17 (B) the type of brokered personal information that was subject to the  
18 security breach;

19 (C) the general acts of the data broker to protect the brokered  
20 personal information from further security breach;

1           (D) a telephone number, toll-free if available, that the consumer may  
2 call for further information and assistance;

3           (E) advice that directs the consumer to remain vigilant by reviewing  
4 account statements and monitoring free credit reports; and

5           (F) the approximate date of the data broker security breach.

6           (5) A data broker may provide notice of a security breach involving  
7 brokered personal information to a consumer by one or more of the following  
8 methods:

9           (A) written notice mailed to the consumer's residence;

10          (B) electronic notice, for those consumers for whom the data broker  
11 has a valid e-mail address, if:

12           (i) the data broker's primary method of communication with the  
13 consumer is by electronic means, the electronic notice does not request or  
14 contain a hypertext link to a request that the consumer provide personal  
15 information, and the electronic notice conspicuously warns consumers not to  
16 provide personal information in response to electronic communications  
17 regarding security breaches; or

18           (ii) the notice is consistent with the provisions regarding electronic  
19 records and signatures for notices in 15 U.S.C. § 7001; or

20          (C) telephonic notice, provided that telephonic contact is made  
21 directly with each affected consumer and not through a prerecorded message.



1       (c) Exception.

2           (1) Notice of a security breach pursuant to subsection (b) of this section  
3 is not required if the data broker establishes that misuse of brokered personal  
4 information is not reasonably possible and the data broker provides notice of  
5 the determination that the misuse of the brokered personal information is not  
6 reasonably possible pursuant to the requirements of this subsection. If the data  
7 broker establishes that misuse of the brokered personal information is not  
8 reasonably possible, the data broker shall provide notice of its determination  
9 that misuse of the brokered personal information is not reasonably possible and  
10 a detailed explanation for said determination to the Vermont Attorney General.  
11 The data broker may designate its notice and detailed explanation to the  
12 Vermont Attorney General as a trade secret if the notice and detailed  
13 explanation meet the definition of trade secret contained in 1 V.S.A. §  
14 317(c)(9).

15           (2) If a data broker established that misuse of brokered personal  
16 information was not reasonably possible under subdivision (1) of this  
17 subsection and subsequently obtains facts indicating that misuse of the  
18 brokered personal information has occurred or is occurring, the data broker  
19 shall provide notice of the security breach pursuant to subsection (b) of this  
20 section.



1 it include the State, a State agency, or any political subdivision of the State.

2 The term includes an entity that destroys records.

3 (2) “Customer” means an individual who provides personal information  
4 to a business for the purpose of purchasing or leasing a product or obtaining a  
5 service from the business.

6 ~~(3) “Personal information” means the following information that  
7 identifies, relates to, describes, or is capable of being associated with a  
8 particular individual: his or her signature, Social Security number, physical  
9 characteristics or description, passport number, driver’s license or State  
10 identification card number, insurance policy number, bank account number,  
11 credit card number, debit card number, or any other financial information.~~

12 ~~(4)(3)(A)~~ “Record” means any material, regardless of the physical form,  
13 on which information is recorded or preserved by any means, including in  
14 written or spoken words, graphically depicted, printed, or electromagnetically  
15 transmitted.

16 (B) “Record” does not include publicly available directories  
17 containing information an individual has voluntarily consented to have  
18 publicly disseminated or listed, such as name, address, or telephone number.

19 (b) A business shall take all reasonable steps to destroy or arrange for the  
20 destruction of a customer’s records within its custody or control containing  
21 ~~personal~~ personally identifiable information that is no longer to be retained by

1 the business by shredding, erasing, or otherwise modifying the ~~personal~~  
2 personally identifiable information in those records to make it unreadable or  
3 indecipherable through any means for the purpose of:

4 (1) ensuring the security and confidentiality of customer ~~personal~~  
5 personally identifiable information;

6 (2) protecting against any anticipated threats or hazards to the security  
7 or integrity of customer ~~personal~~ personally identifiable information; and

8 (3) protecting against unauthorized access to or use of customer  
9 ~~personal~~ personally identifiable information that could result in substantial  
10 harm or inconvenience to any customer.

11 (c) An entity that is in the business of disposing of ~~personal financial~~  
12 personally identifiable information that conducts business in Vermont or  
13 disposes of ~~personal~~ personally identifiable information of residents of  
14 Vermont must take all reasonable measures to dispose of records containing  
15 ~~personal~~ personally identifiable information by implementing and monitoring  
16 compliance with policies and procedures that protect against unauthorized  
17 access to or use of ~~personal~~ personally identifiable information during or after  
18 the collection and transportation and disposing of such information.

19 (d) This section does not apply to any of the following:

20 (1) any bank, credit union, or financial institution as defined under the  
21 federal ~~Gramm-Leach-Bliley law~~ Gramm-Leach-Bliley Act that is subject to

1 the regulation of the Office of the Comptroller of the Currency, the Federal  
2 Reserve, the National Credit Union Administration, the Securities and  
3 Exchange Commission, the Federal Deposit Insurance Corporation, the Office  
4 of Thrift Supervision of the U.S. Department of the Treasury, or the  
5 Department of Financial Regulation and is subject to the privacy and security  
6 provisions of the ~~Gramm-Leach-Bliley~~ Gramm-Leach-Bliley Act, 15 U.S.C.  
7 § 6801 et seq.;

8 (2) any health insurer or health care facility that is subject to and in  
9 compliance with the standards for privacy of individually identifiable health  
10 information and the security standards for the protection of electronic health  
11 information of the Health Insurance Portability and Accountability Act of  
12 1996; or

13 (3) any consumer reporting agency that is subject to and in compliance  
14 with the Federal Credit Reporting Act, 15 U.S.C. § 1681 et seq., as amended.

15 (e) Enforcement.

16 (1) With respect to all businesses subject to this section, other than a  
17 person ~~or entity~~ licensed or registered with the Department of Financial  
18 Regulation under Title 8 or this title, the Attorney General and State's Attorney  
19 shall have sole and full authority to investigate potential violations of this  
20 section; and to prosecute, obtain, and impose remedies for a violation of this  
21 section, or any rules adopted pursuant to this section, and to adopt rules under

1 this chapter, as the Attorney General and State's Attorney have under chapter  
2 63 of this title. The Superior Courts shall have jurisdiction over any  
3 enforcement matter brought by the Attorney General or a State's Attorney  
4 under this subsection.

5 (2) With respect to a person ~~or entity~~ licensed or registered with the  
6 Department of Financial Regulation under Title 8 or this title to do business in  
7 this State, the Department of Financial Regulation shall have full authority to  
8 investigate potential violations of this chapter; and to prosecute, obtain, and  
9 impose remedies for a violation of this chapter, or any rules or regulations  
10 made pursuant to this chapter, as the Department has under Title 8 and this  
11 title, or any other applicable law ~~or regulation~~.

12 Subchapter 5. Data Brokers

13 § 2446. DATA BROKERS; ANNUAL REGISTRATION

14 (a) Annually, on or before January 31 following a year in which a person  
15 meets the definition of data broker as provided in section 2430 of this title, a  
16 data broker shall:

17 (1) register with the Secretary of State;

18 (2) pay a registration fee of \$100.00; and

19 (3) provide the following information:

20 (A) the name and primary physical, e-mail, and Internet addresses of  
21 the data broker;

1           (B) ~~if the data broker permits~~ the method for a consumer to opt out of  
2 the data broker's collection of brokered personal information, opt out of its  
3 databases, or opt out of ~~certain~~ sales of data:

4           (i) the method for requesting an opt-out;

5           (ii) If the opt-out applies to only certain activities or sales, which  
6 ones; and

7           (iii) whether the data broker permits a consumer to authorize a  
8 third party to perform the opt-out on the consumer's behalf;

9           (C) ~~a statement specifying the data collection, databases, or sales~~  
10 ~~activities from which a consumer may not opt out;~~

11           (D) ~~a statement whether the data broker implements a purchaser~~  
12 ~~credentialing process;~~

13           (E) ~~the number of data broker security breaches that the data broker~~  
14 ~~has experienced during the prior year, and if known, the total number of~~  
15 ~~consumers affected by the breaches;~~

16           (F) where the data broker ~~has actual knowledge that it possesses the~~  
17 ~~brokered personal information of minors, a separate statement detailing the~~  
18 ~~data collection practices, databases, and sales activities, and opt-out policies~~  
19 ~~that are applicable to the brokered personal information of minors; and~~

20           (G)(D) any additional information or explanation the data broker  
21 chooses to provide concerning its data collection practices.

1 (b) A data broker that fails to register pursuant to subsection (a) of this  
2 section is liable to the State for:

3 (1) a civil penalty of ~~\$50.00~~ \$100.00 for each day, ~~not to exceed a total~~  
4 ~~of \$10,000.00 for each year~~, it fails to register pursuant to this section;

5 (2) an amount equal to the fees due under this section during the period  
6 it failed to register pursuant to this section; and

7 (3) other penalties imposed by law.

8 (c) A data broker that omits required information from its registration shall  
9 file an amendment to include the omitted information within five business days  
10 following notification of the omission and is liable to the State for a civil  
11 penalty of \$1,000.00 per day for each day thereafter.

12 (d) A data broker that files materially incorrect information in its  
13 registration:

14 (1) is liable to the State for a civil penalty of \$25,000.00; and

15 (2) if it fails to correct the false information within five business days  
16 after discovery or notification of the incorrect information, an additional civil  
17 penalty of \$1,000.00 per day for each day thereafter that it fails to correct the  
18 information.

19 (e) The Attorney General may maintain an action in the Civil Division of  
20 the Superior Court to collect the penalties imposed in this section and to seek  
21 appropriate injunctive relief.



1 \* \* \*

2 § 2448. DATA BROKERS; ADDITIONAL DUTIES

3 (a) Individual opt-out.

4 (1) A consumer may request that a data broker do any of the following:

5 (A) stop collecting the consumer's data;

6 (B) delete all data in its possession about the consumer; or

7 (C) stop selling the consumer's data.

8 (2) A data broker shall establish a simple procedure for consumers to  
9 submit such a request and shall comply with such a request from a consumer  
10 within 10 days of receiving such a request.

11 (3) A data broker shall clearly and conspicuously describe the opt-out  
12 procedure in its annual registration and on its website.

13 (b) General opt-out.

14 (1) A consumer may request that all data brokers registered with the  
15 State of Vermont honor an opt-out request by filing the request with the  
16 Secretary of State.

17 (2) The Secretary of State shall develop an online form to facilitate the  
18 general opt-out by a consumer and shall maintain a Data Broker Opt-Out List  
19 of consumers who have requested a general opt-out, with the specific type of  
20 opt-out.

1           (3) The Data Broker Opt-Out List shall contain the minimum amount of  
2           information necessary for a data broker to identify the specific consumer  
3           making the opt-out.

4           (4) Once every 31 days, any data broker registered with the State of  
5           Vermont shall review the Data Broker Opt-Out List in order to comply with  
6           the opt-out requests contained therein.

7           (5) Data contained in the Data Broker Opt-Out List shall not be used for  
8           any purpose other than to effectuate a consumer's opt-out request.

9           (c) Credentialing.

10           (1) A data broker shall maintain reasonable procedures designed to  
11           ensure that the brokered personal information it discloses is used for a  
12           legitimate and legal purpose.

13           (2) These procedures shall require that prospective users of the  
14           information identify themselves, certify the purposes for which the information  
15           is sought, and certify that the information shall be used for no other purpose.

16           (3) A data broker shall make a reasonable effort to verify the identity of  
17           a new prospective user and the uses certified by such prospective user prior to  
18           furnishing such user brokered personal information.

19           (4) A data broker shall not furnish brokered personal information to any  
20           person if it has reasonable grounds for believing that the consumer report will  
21           not be used for a legitimate and legal purpose.



1           (3) A person providing notice pursuant to subdivision (1) or (5)(B) of  
2           this subsection shall include:

3                   (A) a description of the biometric identifiers being collected or  
4           retained;

5                   (B) the specific purpose and length of term for which a biometric  
6           identifier or biometric information is being collected, stored, or used;

7                   (C) the third parties to which the biometric identifier may be sold,  
8           leased, or otherwise disclosed to and the purpose of such disclosure; and

9                   (D) the mechanism by which the consumer may prevent the  
10          subsequent use of the biometric identifier.

11           (4) A person who has collected or stored a consumer's biometric  
12          identifier may not use, sell, lease, or otherwise disclose the biometric identifier  
13          to another person for a specific purpose unless:

14                   (A) consent has been obtained from the consumer for the specific  
15          purpose;

16                   (B) it is necessary to provide a product or service subscribed to,  
17          requested, or expressly authorized by the consumer, and the person has notified  
18          the consumer of:

19                           (i) the purpose; and

20                           (ii) any third parties to which the identifier is disclosed to  
21          effectuate that purpose;

1           (C)(i) it is necessary to effect, administer, enforce, or complete a  
2           financial transaction that the consumer requested, initiated, or authorized;

3           (ii) the third party to whom the biometric identifier is disclosed  
4           maintains confidentiality of the biometric identifier and does not further  
5           disclose the biometric identifier except as otherwise permitted under this  
6           subdivision (4); and

7           (iii) the business has notified the consumer of any third parties to  
8           which the identifier is disclosed to effectuate that purpose; or

9           (D) it is required or expressly authorized by a federal or state statute,  
10          or court order.

11          (5)(A) Consent under subdivisions (1) or (4)(A) of this subsection (a)  
12          shall be opt-in and may be accomplished in writing by indicating assent  
13          through an electronic form, through a recording of verbal assent, or in any  
14          other way that is reasonably calculated to collect informed, confirmable  
15          consent.

16          (B) Where biometric information is collected in a physical, offline  
17          location and consent would be impossible to collect, consent is not necessary if  
18          the person collecting the information posts clear and conspicuous notice of the  
19          collection at a location likely to be seen by the consumer, provides notice on its  
20          website, and complies with all other requirements of this section.

21          (6) A person who possesses a biometric identifier of a consumer:

1           (A) shall take reasonable care to guard against unauthorized access to  
2           and acquisition of biometric identifiers that are in the possession or under the  
3           control of the person;

4           (B) shall comply with the data security standard set forth in section  
5           2447 of this title; and

6           (C) may retain the biometric identifier not longer than is reasonably  
7           necessary to:

8                   (i) comply with a court order, statute, or public records retention  
9                   schedule specified under federal, state, or local law;

10                   (ii) protect against or prevent actual or potential fraud, criminal  
11                   activity, claims, security threats, or liability; and

12                   (iii) provide the services for which the biometric identifier was  
13                   collected or stored.

14           (7) A person who collects or stores a biometric identifier of a consumer  
15           or obtains a biometric identifier of a consumer from a third party pursuant to  
16           this section may not use or disclose it in a manner that is materially  
17           inconsistent with the terms under which the biometric identifier was originally  
18           provided without obtaining consent for the new terms of use or disclosure.

19           (8) Nothing in this section requires a person to provide notice and obtain  
20           consent to collect, use, or retain a biometric identifier where:

1           (A) the biometric identifier will be used solely to authenticate the  
2           consumer for the purpose of securing the goods or services provided by the  
3           business;

4           (B) the biometric identifier will not be leased or sold to any third  
5           party; and

6           (C) the biometric identifier will only be disclosed to a third party for  
7           the purpose of effectuating subdivision (8)(A) of this subsection (a), and the  
8           third party is contractually obligated to maintain the confidentiality of the  
9           biometric identifier and to not further disclose the biometric identifier.

10           (b) Enforcement.

11           (1)(A) The Attorney General and State's Attorney shall have authority  
12           to investigate potential violations of this subchapter and to enforce, prosecute,  
13           obtain, and impose remedies for a violation of this subchapter or any rules or  
14           regulations made pursuant to this chapter as the Attorney General and State's  
15           Attorney have under chapter 63 of this title. The Attorney General may refer  
16           the matter to the State's Attorney in an appropriate case. The Superior Courts  
17           shall have jurisdiction over any enforcement matter brought by the Attorney  
18           General or a State's Attorney under this subsection.

19           (B) In determining appropriate civil penalties, the courts shall  
20           consider each instance in which a person violates this subchapter with respect  
21           to each consumer as a separate violation and shall base civil penalties on the

1 seriousness of the violation, the size and sophistication of the business  
2 violating the subchapter, and the business's history of respecting or failing to  
3 respect the privacy of consumers, with maximum penalties imposed where  
4 appropriate.

5 (C) A person who possesses a biometric identifier of a consumer that  
6 was not acquired in accordance with the requirements of this subchapter as of  
7 the effective date of this law shall either obtain consent or delete the biometric  
8 information within 180 days after enactment of this law or shall be liable for  
9 \$10,000.00 per day thereafter until the business has complied with this  
10 subdivision (1)(c).

11 (2) A consumer aggrieved by a violation of this subchapter or rules  
12 adopted under this subchapter may bring an action in Superior Court for the  
13 consumer's damages, injunctive relief, punitive damages, and reasonable costs  
14 and attorney's fees. The court, in addition, may issue an award for the greater  
15 of the consumer's actual damages or \$1,000.00 a negligent violation or  
16 \$5,000.00 for a willful or reckless violation.

17 (c) Exclusions. Nothing in this chapter expands or limits the authority of a  
18 law enforcement officer acting within the scope of the officer's authority,  
19 including the authority of a State law enforcement officer in executing lawful  
20 searches and seizures.

21 ~~Sec. 2. ATTORNEY GENERAL; DATA PRIVACY; STUDY~~



1       ~~The Attorney General shall study the following question and submit a report~~  
2       ~~to the General Assembly on or before December 1, 2023 concerning how the~~  
3       ~~term “public” has been interpreted in the context of personal information and~~  
4       ~~whether it is appropriate to exclude public information from definitions of~~  
5       ~~personal information.~~

6       Sec. 3. EFFECTIVE DATE

7       This act shall take effect on July 1, 2023.