



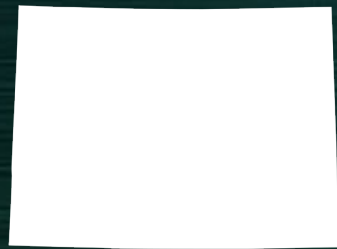
Testimony on H.121 - An act relating to enhancing consumer privacy

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States with comprehensive data privacy laws



CONNECTICUT



COLORADO



CALIFORNIA



UTAH



VIRGINIA



Why is this bill necessary?

- Consumer privacy is a fundamental right
- The proliferation of consumer data can have tangible harms
- Our current protections leave significant gaps

Points of emphasis

- Data minimization and limits on secondary sharing
- Additional protections regarding data brokers
- Private right of action for biometric data violations

Areas for improvement

- Stronger, clearer data minimization standard
- Prohibition on dark patterns
- Private right of action for data minimization violations

Current data minimization language

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

Whose purposes?

Alternate data minimization language

- Data minimization
- (a) A business that collects a consumer's personal information shall limit its collection and sharing of that information with third parties to what is reasonably necessary to provide a service or conduct an activity that a consumer has requested or is reasonably necessary for security or fraud prevention. Monetization of personal information shall not be considered reasonably necessary to provide a service or conduct an activity that a consumer has requested or reasonably necessary for security or fraud prevention.
- (b) A business that collects a consumer's personal information shall limit its use and retention of that information to what is reasonably necessary to provide a service or conduct an activity that a consumer has requested or a related operational purpose, provided that data collected or retained solely for security or fraud prevention may not be used for operational purposes.

Areas for improvement

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Dark pattern prohibition

- It shall be unlawful for any company to design, modify, or manipulate a user interface with the purpose or substantial effect of obscuring, subverting, or impairing user autonomy, decision-making, or choice, as further defined by regulation.

Areas for improvement

- Stronger, clearer data minimization standard
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- Private right of action for data minimization violations



THANK YOU

PLEASE SUPPORT THIS BILL!