

1 S.74

2 Introduced by Senators Lyons, Gulick and Harrison

3 Referred to Committee on

4 Date:

5 Subject: Health; health information; data privacy

6 Statement of purpose of bill as introduced: This bill proposes to regulate the
7 collection, sharing, and selling of consumer health data in Vermont.

8 An act relating to the collection, sharing, and selling of consumer health
9 data

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

11 Sec. 1. 18 V.S.A. chapter 42B is amended to read:

12 42B. HEALTH CARE PRIVACY

13 Subchapter 1. Disclosure of Protected Health Information

14 § 1881. DISCLOSURE OF PROTECTED HEALTH INFORMATION

15 PROHIBITED

16 * * *

17 Subchapter 2. Vermont My Health My Data Act

18 § 1891a. SHORT TITLE

19 This subchapter shall be known and may be cited as the “Vermont My
20 Health My Data Act.”

1 § 1891b. FINDINGS AND INTENT

2 (a) Findings. The General Assembly finds that:

3 (1) The residents of Vermont regard their privacy as a fundamental right
4 and an essential element of their individual freedom. Fundamental privacy
5 rights have long been and continue to be integral to protecting Vermonters and
6 to safeguarding our democratic republic.

7 (2) Information related to an individual's health conditions or attempts
8 to obtain health care services is among the most personal and sensitive
9 categories of data collected. Vermonters expect that their health data is
10 protected under laws like the Health Insurance Portability and Accountability
11 Act of 1996 (HIPAA). However, HIPAA only covers health data collected by
12 specific health care entities, including most health care providers. Health data
13 collected by noncovered entities, including certain applications and websites,
14 are not afforded the same protections. This act works to close the gap between
15 consumer knowledge and industry practice by providing stronger privacy
16 protections for all of Vermont consumers' health data.

17 (b) Intent. By enacting this subchapter, it is the intent of the General
18 Assembly to provide heightened protections for Vermonters' health data by:

19 (1) requiring additional disclosures and consumer consent regarding the
20 collection, sharing, and use of their health data;

1 (2) empowering consumers with the right to have their health data
2 deleted;

3 (3) prohibiting the selling of consumer health data without valid
4 authorization signed by the consumer; and

5 (4) making it unlawful to utilize a geofence around a facility that
6 provides health care services.

7 § 1891c. DEFINITIONS

8 As used in this subchapter:

9 (1) “Abortion” means any medical treatment intended to induce the
10 termination of, or to terminate, a clinically diagnosable pregnancy except for
11 the purpose of producing a live birth.

12 (2) “Affiliate” means a legal entity that shares common branding with
13 another legal entity and controls, is controlled by, or is under common control
14 with another legal entity. For purposes of this definition, “control” or
15 “controlled” means any one or more of the following:

16 (A) ownership of, or the power to vote, more than 50 percent of the
17 outstanding shares of any class of voting security of a company;

18 (B) control in any manner over the election of a majority of the
19 directors or of individuals exercising similar functions; or

20 (C) the power to exercise controlling influence over the management
21 of a company.

1 (3) “Area agency on aging” has the same meaning as in 33 V.S.A.
2 § 6203.

3 (4) “Authenticate” means to use reasonable means to determine that a
4 request to exercise any of the rights afforded in this chapter is being made by
5 or on behalf of the consumer who is entitled to exercise those consumer rights
6 with respect to the consumer health data at issue.

7 (5) “Biometric data” means data that is generated from the measurement
8 or technological processing of an individual’s physiological, biological, or
9 behavioral characteristics and that identifies a consumer, whether individually
10 or in combination with other data. Biometric data includes:

11 (A) imagery of the iris, retina, fingerprint, face, hand, palm, vein
12 patterns, and voice recordings, from which an identifier template can be
13 extracted; and

14 (B) keystroke patterns or rhythms and gait patterns or rhythms that
15 contain identifying information.

16 (6) “Collect” means to buy, rent, access, retain, receive, acquire, infer,
17 derive, or otherwise process consumer health data in any manner.

18 (7)(A) “Consent” means a clear affirmative act that signifies the
19 consumer’s freely given, specific, informed, opt-in, voluntary, and
20 unambiguous agreement, which may include written consent provided by
21 electronic means.

1 (B) “Consent” shall not be obtained by:

2 (i) a consumer’s acceptance of a general or broad terms-of-use
3 agreement or a similar document that contains descriptions of personal data
4 processing along with other unrelated information;

5 (ii) a consumer hovering over, muting, pausing, or closing a given
6 piece of content; or

7 (iii) a consumer’s agreement obtained through the use of deceptive
8 designs.

9 (8)(A) “Consumer” means a natural person who meets one or both of
10 the following conditions:

11 (i) the person is a Vermont resident; or

12 (ii) the person’s consumer health data is collected in Vermont.

13 (B) “Consumer” means a natural person who acts only in an
14 individual or household context, however identified, including by any unique
15 identifier. The term does not include an individual acting in an employment
16 context.

17 (9)(A) “Consumer health data” means personal information that is
18 linked or reasonably linkable to a consumer and that identifies the consumer’s
19 past, present, or future physical or mental health status.

20 (B) For purposes of this definition, physical or mental health status
21 includes:

- 1 (i) individual health conditions, treatment diseases, or diagnosis;
2 (ii) social, psychological, behavioral, and medical interventions;
3 (iii) health-related surgeries or procedures;
4 (iv) use or purchase of prescribed medication;
5 (v) bodily functions, vital signs, symptoms, or measurements of
6 the information described in this subdivision (B);
7 (vi) diagnoses or diagnostic testing, treatment, or medication;
8 (vii) gender-affirming care information;
9 (viii) reproductive or sexual health information;
10 (ix) biometric data;
11 (x) genetic data;
12 (xi) precise location information that could reasonably indicate a
13 consumer's attempt to acquire or receive health services or supplies;
14 (xii) data that identifies a consumer seeking health care services;
15 or
16 (xiii) any information that a regulated entity or a small business,
17 or its respective processor, processes to associate or identify a consumer with
18 the data described in subdivisions (i)–(xii) of this subdivision (B) that is
19 derived or extrapolated from nonhealth information, such as proxy, derivative,
20 inferred, or emergency data by any means, including algorithms or machine
21 learning.

1 (C) “Consumer health data” does not include personal information
2 that is used to engage in public or peer-reviewed scientific, historical, or
3 statistical research in the public interest that adheres to all other applicable
4 ethics and privacy laws and is approved, monitored, and governed by an
5 institutional review board, human subjects research ethics review board, or a
6 similar independent oversight entity that determines that the regulated entity or
7 the small business has implemented reasonable safeguards to mitigate privacy
8 risks associated with research, including any risks associated with
9 reidentification.

10 (10) “Deceptive design” means a user interface designed or manipulated
11 with the effect of subverting or impairing user autonomy, decision making, or
12 choice.

13 (11) “Deidentified data” means data that cannot reasonably be used to
14 infer information about, or otherwise be linked to, an identified or identifiable
15 consumer, or a device linked to such consumer, if the regulated entity or the
16 small business that possesses the data does all of the following:

17 (A) takes reasonable measures to ensure that the data cannot be
18 associated with a consumer;

19 (B) publicly commits to process the data only in a deidentified
20 fashion and not to attempt to reidentify the data; and

1 (C) contractually obligates any recipients of the data to satisfy the
2 criteria set forth in this subdivision (11).

3 (12) “Gender-affirming care information” means personal information
4 relating to seeking or obtaining past, present, or future gender-affirming health
5 care services. “Gender-affirming care information” includes:

6 (A) precise location information that could reasonably indicate a
7 consumer’s attempt to acquire or receive gender-affirming health care services;

8 (B) efforts to research or obtain gender-affirming health care
9 services; or

10 (C) any gender-affirming care information that is derived,
11 extrapolated, or inferred, including from nonhealth information such as proxy,
12 derivative, inferred, emergent, or algorithmic data.

13 (13) “Gender-affirming health care services” has the same meaning as in
14 1 V.S.A. § 150.

15 (14) “Genetic data” means any data, regardless of its format, that
16 concerns a consumer’s genetic characteristics. “Genetic data” includes:

17 (A) raw sequence data that result from the sequencing of a
18 consumer’s complete extracted deoxyribonucleic acid (DNA) or a portion of
19 the extracted DNA;

20 (B) genotypic and phenotypic information that results from analyzing
21 the raw sequence data; and

1 (C) self-reported health data that a consumer submits to a regulated
2 entity or a small business and that is analyzed in connection with the
3 consumer’s raw sequence data.

4 (15) “Geofence” means technology that uses global positioning
5 coordinates, cell tower connectivity, cellular data, radio frequency
6 identification, Wi-Fi data, or any other form of spatial or location detection,
7 individually or in combination, to establish a virtual boundary around a
8 specific physical location or to locate a consumer within a virtual boundary.

9 (16) “Health care service” means any service provided to a person to
10 assess, measure, improve, or learn about a person’s mental or physical health,
11 including:

12 (A) individual health conditions, status, diseases, or diagnoses;

13 (B) social, psychological, behavioral, and medical interventions;

14 (C) health-related surgeries or procedures;

15 (D) use or purchase of medication;

16 (E) bodily functions, vital signs, symptoms, or measurements of the
17 information described in this subdivision (16);

18 (F) diagnoses or diagnostic testing, treatment, or medication;

19 (G) reproductive health services; or

20 (H) gender-affirming health care services.

1 (17) “Homepage” means the introductory page of an internet website
2 and any internet web page on which personal information is collected. In the
3 case of an online service such as a mobile application, “homepage” means the
4 application’s platform page or download page, and a link within the
5 application, such as from the application configuration or the “about,”
6 “information,” or “settings” page.

7 (18) “Person” means, where applicable, a natural person, corporation,
8 trust, unincorporated association, or partnership. The term does not include a
9 government agency, tribal nation, or a contracted service provider when
10 processing consumer health data on behalf of a government agency.

11 (19)(A) “Personal information” means information that identifies or is
12 reasonably capable of being associated or linked, directly or indirectly, with a
13 particular consumer. “Personal information” includes data associated with a
14 persistent unique identifier, such as a cookie ID, an IP address, a device
15 identifier, or any other form of persistent unique identifier.

16 (B) “Personal information” does not include publicly available
17 information or deidentified data.

18 (20) “Precise location information” means information derived from
19 technology, including global positioning system level latitude and longitude
20 coordinates and other mechanisms, that directly identifies the specific location
21 of an individual with precision and accuracy within a radius of 1,850 feet.

1 “Precise location information” does not include the content of communications
2 or any data generated by or connected to advanced utility metering
3 infrastructure systems or equipment for use by a utility.

4 (21) “Process” or “processing” means any operation or set of operations
5 performed on consumer health data.

6 (22) “Processor” means a person who processes consumer health data
7 on behalf of a regulated entity or a small business.

8 (23)(A) “Publicly available information” means information that:

9 (i) is lawfully made available through federal, state, or municipal
10 government records or widely distributed media; and

11 (ii) a regulated entity or a small business has a reasonable basis to
12 believe a consumer has lawfully made available to the general public.

13 (B) “Publicly available information” does not include any biometric
14 data collected about a consumer by a business without the consumer’s consent.

15 (24)(A) “Regulated entity” means any legal entity that:

16 (i) conducts business in Vermont, or produces or provides
17 products or services that are targeted to consumers in Vermont; and

18 (ii) alone or jointly with others, determines the purpose and means
19 of collecting, processing, sharing, or selling of consumer health data.

1 (B) “Regulated entity” does not mean government agencies or
2 contracted service providers when processing consumer health data on behalf
3 of a government agency.

4 (25)(A) “Reproductive or sexual health information” means personal
5 information relating to seeking or obtaining past, present, or future
6 reproductive or sexual health services.

7 (B) “Reproductive or sexual health information” includes:

8 (i) precise location information that could reasonably indicate a
9 consumer’s attempt to acquire or receive reproductive or sexual health
10 services;

11 (ii) efforts to research or obtain reproductive or sexual health
12 services; or

13 (iii) any reproductive or sexual health information that is derived,
14 extrapolated, or inferred, including from nonhealth information, such as proxy,
15 derivative, inferred, emergent, or algorithmic data.

16 (26) “Reproductive or sexual health services” means health services or
17 products that support or relate to a consumer’s reproductive system or sexual
18 well-being, including:

19 (A) individual health conditions, status, diseases, or diagnoses;

20 (B) social, psychological, behavioral, and medical interventions;

21 (C) health-related surgeries or procedures, including abortions;

1 (D) use or purchase of medication, including medications for the
2 purposes of abortion;

3 (E) bodily functions, vital signs, symptoms, or measurements of the
4 information described in this subdivision (26);

5 (F) diagnoses or diagnostic testing, treatment, or medication;

6 (G) medical or nonmedical services related to and provided in
7 conjunction with an abortion, including associated diagnostics, counseling,
8 supplies, and follow-up services; and

9 (H) any other services included in the definition of “reproductive
10 health care services” in 1 V.S.A. § 150.

11 (27)(A) “Sell” or “sale” means the exchange of consumer health data for
12 monetary or other valuable consideration.

13 (B) “Sell” or “sale” does not include the exchange of consumer
14 health data for monetary or other valuable consideration:

15 (i) to a third party as an asset that is part of a merger, acquisition,
16 bankruptcy, or other transaction in which the third party assumes control of all
17 or part of the regulated entity’s or the small business’s assets and complies
18 with the requirements and obligations in this chapter; or

19 (ii) by a regulated entity or a small business to a processor when
20 such exchange is consistent with the purpose for which the consumer health
21 data was collected and the exchange was disclosed to the consumer.

1 (28)(A) “Share” or “sharing” means to release, disclose, disseminate,
2 divulge, make available, provide access to, license, or otherwise communicate
3 orally, in writing, or by electronic or other means consumer health data by a
4 regulated entity or a small business to a third party or affiliate.

5 (B) The term “share” or “sharing” does not include:

6 (i) the disclosure of consumer health data by a regulated entity or
7 a small business to a processor when the sharing is to provide goods or
8 services in a manner consistent with the purpose for which the consumer health
9 data was collected and the exchange was disclosed to the consumer;

10 (ii) the disclosure of consumer health data to a third party with
11 whom the consumer has a direct relationship when:

12 (I) the disclosure is for purposes of providing a product or
13 service requested by the consumer;

14 (II) the regulated entity or the small business maintains control
15 and ownership of the data; and

16 (III) the third party uses the consumer health data only at the
17 direction of the regulated entity or the small business and consistent with the
18 purpose for which it was collected and consented to by the consumer; or

19 (iii) the disclosure or transfer of personal data to a third party as an
20 asset that is part of a merger, acquisition, bankruptcy, or other transaction in
21 which the third party assumes control of all or part of the regulated entity’s or

1 the small business's assets and complies with the requirements and obligations
2 in this chapter.

3 (29) "Small business" means a regulated entity that satisfies one or both
4 of the following thresholds:

5 (A) the entity collects, processes, sells, or shares the consumer health
6 data of fewer than 100,000 consumers during a calendar year; or

7 (B) the entity derives less than 50 percent of its gross revenue from
8 the collection, processing, selling, or sharing of consumer health data and the
9 entity controls, processes, sells, or shares consumer health data of fewer than
10 25,000 consumers.

11 (30) "Third party" means an entity other than a consumer, regulated
12 entity, processor, small business, or affiliate of the regulated entity or the small
13 business.

14 § 1891d. CONSUMER HEALTH DATA PRIVACY POLICY REQUIRED

15 (a) Each regulated entity or each small business shall maintain a consumer
16 health data privacy policy that clearly and conspicuously discloses:

17 (1) the categories of consumer health data collected and the purpose for
18 which the data is collected, including how the data will be used;

19 (2) the categories of sources from which the consumer health data is
20 collected;

21 (3) the categories of consumer health data that is shared;

1 (4) a list of the categories of third parties and specific affiliates with
2 whom the regulated entity or small business shares the consumer health data;
3 and

4 (5) how a consumer can exercise the rights provided in section 1891f of
5 this chapter.

6 (b) A regulated entity or small business shall prominently publish a link to
7 its consumer health data privacy policy on its homepage.

8 (c) A regulated entity or small business shall not collect, use, or share
9 additional categories of consumer health data not disclosed in the consumer
10 health data privacy policy without first disclosing the additional categories and
11 obtaining the consumer's affirmative consent prior to the collection, use, or
12 sharing of the consumer health data.

13 (d) A regulated entity or small business shall not collect, use, or share
14 consumer health data for additional purposes not disclosed in the consumer
15 health data privacy policy without first disclosing the additional purposes and
16 obtaining the consumer's affirmative consent prior to the collection, use, or
17 sharing of the consumer health data.

18 (e) It is a violation of this subchapter for a regulated entity or small
19 business to contract with a processor to process consumer health data in a
20 manner that is inconsistent with the regulated entity's or small business's
21 consumer health data privacy policy.

1 § 1891e. COLLECTION AND SHARING OF CONSUMER HEALTH

2 DATA

3 (a) A regulated entity or small business shall not collect any consumer
4 health data except:

5 (1) with consent from the consumer for such collection for a specified
6 purpose; or

7 (2) to the extent necessary to provide a product or service that the
8 consumer to whom the consumer health data relates has requested from the
9 regulated entity or small business.

10 (b) A regulated entity or small business shall not share any consumer health
11 data except:

12 (1) with consent from the consumer for the sharing that is separate and
13 distinct from the consent obtained to collect consumer health data; or

14 (2) to the extent necessary to provide a product or service that the
15 consumer to whom the consumer health data relates has requested from the
16 regulated entity or small business.

17 (c) Consent required under this section shall be obtained prior to the
18 collection or sharing, as applicable, of any consumer health data, and the
19 request for consent must clearly and conspicuously disclose:

20 (1) the categories of consumer health data collected or shared;

1 (2) the purpose of the collection or sharing of the consumer health data,
2 including the specific ways in which it will be used;

3 (3) the categories of entities with whom the consumer health data is
4 shared; and

5 (4) how the consumer can withdraw consent from future collection or
6 sharing of the consumer's health data.

7 (d) A regulated entity or small business shall not unlawfully discriminate
8 against a consumer for exercising any rights included in this chapter.

9 § 1891f. CONSUMER RIGHTS

10 (a) Confirmation. A consumer has the right to confirm whether a regulated
11 entity or a small business is collecting, sharing, or selling consumer health data
12 regarding the consumer and to access that data, including a list of all third
13 parties and affiliates with whom the regulated entity or small business has
14 shared or sold the consumer's health data and an active email address or other
15 online mechanism that the consumer may use to contact these third parties.

16 (b) Withdrawal of consent. A consumer has the right to withdraw consent
17 from a regulated entity's or small business's collection and sharing of
18 consumer health data regarding the consumer.

19 (c) Right to delete. A consumer has the right to have consumer health data
20 regarding the consumer deleted and may exercise that right by informing the
21 regulated entity or small business of the consumer's request for deletion.

1 (1) A regulated entity or small business that receives a consumer's
2 request to delete any consumer health data regarding the consumer shall:

3 (A) delete the consumer health data from its records, including from
4 all parts of the regulated entity's or small business's network, including
5 archived or backup systems pursuant to subdivision (3) of this subsection (c);
6 and

7 (B) notify all affiliates, processors, contractors, and other third parties
8 with whom the regulated entity or the small business has shared consumer
9 health data of the deletion request.

10 (2) All affiliates, processors, contractors, and other third parties that
11 receive notice of a consumer's deletion request shall honor the consumer's
12 deletion request and delete the consumer health data from its records in
13 accordance with the requirements of this subchapter.

14 (3) If consumer health data that a consumer requests to be deleted is
15 stored on archived or backup systems, then the request for deletion may be
16 delayed to enable restoration of the archived or backup systems, provided that
17 the delay shall not exceed six months from the date of authentication of the
18 deletion request.

19 (d) Request requirements.

20 (1) A consumer may exercise the rights set forth in this chapter by
21 submitting a request to a regulated entity or small business at any time. The

1 request may be made by a secure and reliable means established by the
2 regulated entity or small business and described in its consumer health data
3 privacy policy. The method shall take into account the ways in which
4 consumers normally interact with the regulated entity or small business, the
5 need for secure and reliable communication of such requests, and the ability of
6 the regulated entity or the small business to authenticate the identity of the
7 consumer making the request. A regulated entity or small business shall not
8 require a consumer to create a new account in order to exercise consumer
9 rights pursuant to this subchapter but may require a consumer to use an
10 existing account.

11 (2) If a regulated entity or small business is unable to authenticate the
12 request using commercially reasonable efforts, the regulated entity or small
13 business is not required to comply with a request to initiate an action under this
14 section and may request that the consumer provide additional information
15 reasonably necessary to authenticate the consumer and the consumer's request.

16 (3) Information provided in response to a consumer request shall be
17 provided by a regulated entity or small business free of charge, up to twice
18 annually per consumer. If requests from a consumer are manifestly unfounded,
19 excessive, or repetitive, the regulated entity or small business may charge the
20 consumer a reasonable fee to cover the administrative costs of complying with
21 the request or decline to act on the request. The regulated entity or small

1 business bears the burden of demonstrating the manifestly unfounded,
2 excessive, or repetitive nature of the request.

3 (4) A regulated entity or small business shall comply with a consumer's
4 requests under subsections (a) through (c) of this section without undue delay,
5 but in all cases within 45 days following receipt of the request submitted
6 pursuant to the methods described in this section. A regulated entity or small
7 business shall promptly take steps to authenticate a consumer request;
8 provided, however, that completion of these steps does not extend the
9 regulated entity's or small business's duty to comply with the consumer's
10 request within 45 days following receipt of the consumer's request. The
11 response period may be extended once by 45 additional days when reasonably
12 necessary, taking into account the complexity and number of the consumer's
13 requests, provided the regulated entity or small business informs the consumer
14 of any such extension within the initial 45-day response period, together with
15 the reason for the extension.

16 (e) Consumer appeal. A regulated entity or small business shall establish a
17 process for a consumer to appeal the regulated entity's or small business's
18 refusal to take action on a request within a reasonable period of time after the
19 consumer's receipt of the decision. The appeal process shall be conspicuously
20 available and similar to the process for submitting requests to initiate action
21 pursuant to this section. Within 45 days following receipt of an appeal, a

1 regulated entity or small business shall inform the consumer in writing of any
2 action taken or not taken in response to the appeal, including a written
3 explanation of the reasons for the decisions. If the appeal is denied, the
4 regulated entity or small business shall also provide the consumer with an
5 online mechanism, if available, or other method through which the consumer
6 may contact the Office of the Attorney General to submit a complaint.

7 § 1891g. PROTECTION OF CONSUMER HEALTH DATA

8 A regulated entity or small business shall:

9 (1) restrict access to consumer health data by the regulated entity's or
10 small business's employees, processors, and contractors to only those
11 employees, processors, and contractors for whom access is necessary to further
12 the purposes for which the consumer provided consent or where necessary to
13 provide a product or service that the consumer to whom such consumer health
14 data relates has requested from the regulated entity or small business; and

15 (2) establish, implement, and maintain administrative, technical, and
16 physical data security practices that, at a minimum, satisfy reasonable
17 standards of care within the regulated entity's or small business's industry to
18 protect the confidentiality, integrity, and accessibility of consumer health data
19 appropriate to the volume and nature of the consumer health data at issue.

1 § 1891h. PROCESSORS OF CONSUMER HEALTH DATA

2 (a) Contract required.

3 (1) A processor may process consumer health data only pursuant to a
4 binding contract between the processor and the regulated entity or small
5 business that sets forth the processing instructions and limits the actions the
6 processor may take with respect to the consumer health data it processes on
7 behalf of the regulated entity or small business.

8 (2) A processor may process consumer health data only in a manner that
9 is consistent with the binding instructions set forth in the contract with the
10 regulated entity or small business.

11 (b) Obligation to assist. To the extent possible, a processor shall use
12 appropriate technical and organizational measures to assist the regulated entity
13 or small business in fulfilling the regulated entity's and the small business's
14 obligations under this chapter.

15 (c) Failure to adhere. If a processor fails to adhere to the regulated entity's
16 or small business's instructions or processes consumer health data in a manner
17 that is outside the scope of the processor's contract with the regulated entity or
18 small business, the processor is considered a regulated entity or small business
19 with respect to the data and is subject to all the requirements of this chapter
20 with regard to the data.

1 § 1891i. LIMITATIONS ON SALE OF CONSUMER HEALTH DATA

2 (a) Authorization required. It is unlawful for any person to sell or offer to
3 sell consumer health data regarding a consumer without first obtaining valid
4 authorization from the consumer. The sale of consumer health data must be
5 consistent with the valid authorization signed by the consumer. This
6 authorization shall be separate and distinct from the consent obtained to collect
7 or share consumer health data, as required under section 1891e of this chapter.

8 (b) Requirements of a valid authorization. A valid authorization to sell
9 consumer health data shall be a document that is consistent with this section
10 and is written in plain language. A valid authorization to sell consumer health
11 data shall contain all of the following:

12 (1) the specific consumer health data regarding the consumer that the
13 person intends to sell;

14 (2) the name and contact information of the person collecting and selling
15 the consumer health data;

16 (3) the name and contact information of the person purchasing the
17 consumer health data from the seller identified in subdivision (2) of this
18 subsection;

19 (4) a description of the purpose for the sale, including how the consumer
20 health data will be gathered and how it will be used by the purchaser identified
21 in subdivision (3) of this subsection when sold;

1 (5) a statement that the provision of goods or services shall not be
2 conditioned on the consumer signing the valid authorization;

3 (6) a statement that the consumer has a right to revoke the valid
4 authorization at any time and a description of how to submit a revocation of
5 the valid authorization;

6 (7) a statement that the consumer health data sold pursuant to the valid
7 authorization may be subject to redisclosure by the purchaser and may no
8 longer be protected by this section;

9 (8) an expiration date for the valid authorization that expires one year
10 after the consumer signs the valid authorization; and

11 (9) the signature of the consumer and date.

12 (c) Invalid authorizations. An authorization is not valid if the document
13 has any of the following defects:

14 (1) the expiration date has passed;

15 (2) the authorization does not contain all of the information required
16 under this section;

17 (3) the authorization has been revoked by the consumer;

18 (4) the authorization has been combined with other documents to create
19 a compound authorization; or

20 (5) the provision of goods or services is conditioned on the consumer
21 signing the authorization.

1 (d) Copies and retention.

2 (1) A copy of the signed valid authorization shall be provided to the
3 consumer.

4 (2) A seller or purchaser of consumer health data shall retain a copy of
5 each valid authorization for the sale of consumer health data for six years from
6 the date of its signature or the date when it was last in effect, whichever is
7 later.

8 § 1891j. GEOFENCES PROHIBITED

9 It is unlawful for any person to implement a geofence to establish a virtual
10 boundary that is within 1,850 feet of any health care facility, including any
11 mental health facility or reproductive or sexual health facility, for the purpose
12 of identifying, tracking, collecting data from, or sending any notification to a
13 consumer regarding the consumer's consumer health data.

14 § 1891k. VIOLATIONS; ENFORCEMENT

15 (a) A violation of this subchapter shall be deemed a violation of the
16 Consumer Protection Act, 9 V.S.A. chapter 63. The Attorney General has the
17 same authority to make rules, conduct civil investigations, enter into
18 assurances of discontinuance, and bring civil actions, and private parties have
19 the same rights and remedies, as provided under 9 V.S.A. chapter 63,
20 subchapter 1.

1 (b) Nothing in this section shall be construed to preclude or supplant any
2 other statutory or common law remedies.

3 § 18911. EXEMPTIONS

4 (a) This subchapter shall not apply to:

5 (1) information that meets the definition of:

6 (A) protected health information for purposes of the federal Health
7 Insurance Portability and Accountability Act of 1996 and related regulations;

8 (B) patient-identifying information collected, used, or disclosed in
9 accordance with 42 C.F.R. Part 2, established pursuant to 42 U.S.C. § 290dd-2;

10 or

11 (C) identifiable private information for purposes of the federal policy
12 for the protection of human subjects, 45 C.F.R. Part 46; identifiable private
13 information that is otherwise information collected as part of human subjects
14 research pursuant to the Good Clinical Practice Guidelines issued by the
15 International Council for Harmonization; the protection of human subjects
16 under 21 C.F.R. Parts 50 and 56; or personal data used or shared in research
17 conducted in accordance with one or more of the requirements set forth in this
18 subsection (a);

19 (2) information and documents created specifically for, and collected
20 and maintained as part of, the patient safety surveillance and improvement
21 system established pursuant to chapter 43A of this title;

1 (3) information and documents created for purposes of the federal
2 Health Care Quality Improvement Act of 1986, and related regulations;

3 (4) patient safety work product for purposes of 42 C.F.R. Part 3,
4 established pursuant to 42 U.S.C. §§ 299b-21–299b-26;

5 (5) information that is deidentified in accordance with the requirements
6 for deidentification set forth in 45 C.F.R. Part 164;

7 (6) information originating from, and intermingled so as to be
8 indistinguishable with, information described under subdivisions (1)–(5) of
9 this subsection that is maintained by:

10 (A) a covered entity that is not a hybrid entity, any health care
11 component of a hybrid entity, or a business associate as those terms are defined
12 by the Health Insurance Portability and Accountability Act of 1996 and related
13 regulations;

14 (B) a health care facility or health care provider, as defined in section
15 9402 of this title; or

16 (C) a program or a qualified service organization as defined by 42
17 C.F.R. Part 2, established pursuant to 42 U.S.C. § 290dd-2;

18 (7) information used only for public health activities and purposes as
19 described in 45 C.F.R. § 164.512 or that is part of a limited data set, as defined,
20 and is used, disclosed, and maintained in the manner required, by 45 C.F.R.
21 § 164.514; or

1 (8) an area agency on aging.

2 (b) Personal information that is governed by and collected, used, or
3 disclosed pursuant to the following regulations, parts, titles, or acts is exempt
4 from this subchapter:

5 (1) the Gramm-Leach-Bliley Act, 15 U.S.C. § 6801 et seq. and
6 implementing regulations;

7 (2) part C of Title XI of the Social Security Act, 42 U.S.C. § 1320d et
8 seq.;

9 (3) the Fair Credit Reporting Act, 15 U.S.C. § 1681 et seq.;

10 (4) the Family Educational Rights and Privacy Act, 20 U.S.C. § 1232g
11 and 34 C.F.R. Part 99; and

12 (5) the Vermont Health Benefit Exchange, 33 V.S.A. chapter 18,
13 subchapter 1, and related federal laws and Vermont rules, including 45 C.F.R.
14 § 155.260.

15 (c) The obligations imposed on regulated entities, small businesses, and
16 processors under this subchapter shall not be construed to restrict a regulated
17 entity's, small business's, or processor's ability to collect, use, or disclose
18 consumer health data to prevent, detect, protect against, or respond to security
19 incidents, identity theft, fraud, harassment, malicious or deceptive activities, or
20 any activity that is illegal under Vermont or federal law; preserve the integrity

1 or security of systems; or investigate, report, or prosecute those responsible for
2 any such action that is illegal under Vermont or federal law.

3 (d) If a regulated entity, small business, or processor processes consumer
4 health data pursuant to subsection (c) of this section, that entity shall bear the
5 burden of demonstrating that the processing qualifies for the exemption and
6 complies with the requirements of this section.

7 Sec. 2. EFFECTIVE DATE

8 This act shall take effect on January 1, 2026.