

Data minimization language across S.71 (draft 2.3), Connecticut, Maryland, and California

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Last updated May 5, 2026

Limiting collection and processing of data

S.71 Draft 2.3 2415e(a)	A controller: (1) shall limit the collection and processing of personal data to what is reasonably necessary and proportionate to provide or maintain: (A) a specific product or service requested by the consumer to whom the data pertains; and (B) a communication, that is not an advertisement, by the controller to the consumer that is reasonably anticipated within the context of the relationship between the controller and the consumer;
Connecticut 2025 42-520(a)	A controller shall: (1)(A) Limit the collection of personal data to what is reasonably necessary and proportionate in relation to the purposes for which such data are processed, as disclosed to the consumer; (B) unless the controller obtains the consumer's consent, not process the consumer's personal data for any material new purpose that is neither reasonably necessary to, nor compatible with, the purposes that were disclosed to the consumer, pursuant to subparagraph (A) of this subdivision, taking into account (i) the consumer's reasonable expectation regarding such personal data at the time such personal data were collected based on the purposes that were disclosed to the consumer pursuant to subparagraph (A) of this subdivision, (ii) the relationship that such new purpose bears to the purposes that were disclosed to the consumer pursuant to subparagraph (A) of this subdivision, (iii) the impact that processing such personal data for such new purpose might have on the consumer, (iv) the relationship between the consumer and the controller and the context in which the personal data were collected, and (v) the existence of additional safeguards, including, but not limited to, encryption or pseudonymization, in processing such personal data for such new purpose;
Maryland 14-4707(b)(1) 14-4707(a)	A controller shall: (i) Limit the collection of personal data to what is reasonably necessary and proportionate to provide or maintain a specific product or service requested by the consumer to whom the data pertains; A controller may not: (8) Unless the controller obtains the consumer's consent, process personal data for a purpose that is neither reasonably necessary to, nor compatible with, the disclosed purposes for which the personal data is processed, as disclosed to the consumer.
California 1798.100(c)	(c) A business' collection, use, retention, and sharing of a consumer's 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.

<p>California Regulations <i>7002(a)</i></p>	<p>(a) In accordance with Civil Code section 1798.100, subdivision (c), a business’s collection, use, retention, and/or sharing of a consumer’s personal information shall be reasonably necessary and proportionate to achieve: (1) The purpose(s) for which the personal information was collected or processed, which shall comply with the requirements set forth in subsection (b); or (2) Another disclosed purpose that is compatible with the context in which the personal information was collected, which shall comply with the requirements set forth in subsection (c). See more on CA Regs 7002(b)</p>
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First party and targeted advertising

<p>S.71 Draft 2.3 <i>2415e(a)</i></p>	<p>(7) shall not process the personal data of a consumer for the purposes of targeted advertising, or sell the consumer’s personal data, if the controller knew or willfully disregards that the consumer is a minor;</p> <p>(2) may process or transfer the personal data of a consumer collected pursuant to subdivision (1) of this subsection to provide first-party advertising or targeted advertising to the consumer, unless:</p> <ul style="list-style-type: none"> (A) the personal data is sensitive data; (B) the consumer has opted out of targeted advertising pursuant to subdivision 2415d(a)(6) of this subchapter; or (C) the controller knew or willfully disregards that the consumer is a minor; <i>2415e(a)(2)</i>
<p>Connecticut 2025</p>	<p>(I) not process the personal data of a consumer for purposes of targeted advertising, or sell the consumer's personal data, under circumstances where a controller has actual knowledge, or wilfully disregards, that the consumer is at least thirteen years of age but younger than eighteen years of age.</p>
<p>Maryland <i>14-4707(a)</i></p>	<p>(a) A controller may not:</p> <p>(4) Process the personal data of a consumer for the purposes of targeted advertising if the controller knew or should have known that the consumer is under the age of 18 years;</p>
<p>California</p>	

Data security practices

<p>S.71 Draft 2.3 <i>2415e(a)</i></p>	<p>A controller:</p> <p>(3) shall establish, implement, and maintain reasonable administrative, technical, and physical data security practices to protect the confidentiality, integrity, and accessibility of personal data appropriate to the volume and nature of the personal data at issue, including disposing of personal data in accordance with a retention schedule that requires the deletion of personal data when the data is required to be deleted by law or is no longer necessary for the purpose for which the data was collected or processed;</p>
<p>Connecticut 2025 <i>42-520(a)</i></p>	<p>(C) establish, implement and maintain reasonable administrative, technical and physical data security practices to protect the confidentiality, integrity and accessibility of personal data appropriate to the volume and nature of the personal data at issue;</p>

Maryland <i>14-4707(b)</i>	(ii) Establish, implement, and maintain reasonable administrative, technical, and physical data security practices to protect the confidentiality, integrity, and accessibility of personal data appropriate to the volume and nature of the personal data at issue;
California <i>1798.100(e)</i>	(e) A business that collects a consumer’s personal information shall implement reasonable security procedures and practices appropriate to the nature of the personal information to protect the personal information from unauthorized or illegal access, destruction, use, modification, or disclosure in accordance with Section 1798.81.5

Processing and selling sensitive data

S.71 Draft 2.3 <i>2415e(a)</i>	(4) shall not collect or process sensitive data concerning a consumer except when the processing is strictly necessary to provide or maintain a specific product or service requested by the consumer to whom the sensitive data pertains (8) shall not sell sensitive data
Connecticut 2025 <i>42-520(a)</i>	(D) not process sensitive data concerning a consumer unless such processing is reasonably necessary in relation to the purposes for which such sensitive data are processed and without obtaining the consumer's consent, or, in the case of the processing of sensitive data concerning a consumer who the controller has actual knowledge, or wilfully disregards, is a child, without processing such data in accordance with COPPA; (H) not sell the sensitive data of a consumer without the consumer's consent;
Maryland <i>14-4707(a)</i>	(a) A controller may not: (1) Except where the collection or processing is strictly necessary to provide or maintain a specific product or service requested by the consumer to whom the personal data pertains, collect, process, or share sensitive data concerning a consumer; (2) Sell sensitive data;
California <i>1798.121</i>	(a) A consumer shall have the right, at any time, to direct a business that collects sensitive personal information about the consumer to limit its use of the consumer’s sensitive personal information to that use which is necessary to perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services, to perform the services set forth in paragraphs (2), (4), (5), and (8) of subdivision (e) of Section 1798.140, and as authorized by regulations adopted pursuant to subparagraph (C) of paragraph (18) of subdivision (a) of Section 1798.185. A business that uses or discloses a consumer’s sensitive personal information for purposes other than those specified in this subdivision shall provide notice to consumers, pursuant to subdivision (a) of Section 1798.135, that this information may be used, or disclosed to a service provider or contractor, for additional, specified purposes and that consumers have the right to limit the use or disclosure of their sensitive personal information.

Discrimination

<p>S.71 Draft 2.3 <i>2415e(a)</i></p>	<p>(5) shall not collect or process personal data in violation of the laws of this State and federal laws that prohibit unlawful discrimination;</p> <p>(9) shall not discriminate against a consumer for exercising any of the consumer rights contained in this subchapter, including denying goods or services, charging different prices or rates for goods or services, or providing a different level of quality of goods or services to the consumer.</p>
<p>Connecticut 2025 <i>42-520(a)</i></p>	<p>(E) not process personal data in violation of any law of this state that prohibits unlawful discrimination against consumers, and any evidence, or lack of evidence, concerning proactive anti-bias testing or any similar proactive effort to avoid processing such data in violation of such law, including, but not limited to, any evidence or lack of evidence concerning the quality, efficacy, recency and scope of any such testing or effort, the results of such testing or effort and the response to the results of such testing or effort, shall be relevant to any claim available for a violation of such law and any defense available thereto;</p> <p>(F) not process personal data in violation of any federal law that prohibits unlawful discrimination against consumers;</p>
<p>Maryland <i>14-4707(a)</i></p>	<p>(3) Process personal data in violation of State or federal laws that prohibit unlawful discrimination;</p> <p>(6) Discriminate against a consumer for exercising a consumer right contained in this subtitle, including denying goods or services, charging different prices or rates for goods or services, or providing a different level of quality of goods or services to the consumer;</p> <p>(7) Collect, process, or transfer personal data or publicly available data in a manner that unlawfully discriminates in or otherwise unlawfully makes unavailable the equal enjoyment of goods or services on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, or disability, unless the collection, processing, or transfer of personal data is for:</p> <ul style="list-style-type: none">(i) The controller's self-testing to prevent or mitigate unlawful discrimination;(ii) The controller's diversifying of an applicant, participant, or customer pool; or(iii) A private club or group not open to the public, as described in § 201(e) of the Civil Rights Act of 1964
<p>California <i>1798.125</i></p>	<p>(a) (1) A business shall not discriminate against a consumer because the consumer exercised any of the consumer's rights under this title, including, but not limited to, by:</p> <ul style="list-style-type: none">(A) Denying goods or services to the consumer.(B) Charging different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties.(C) Providing a different level or quality of goods or services to the consumer.(D) Suggesting that the consumer will receive a different price or rate for goods or services or a different level or quality of goods or services.(E) Retaliating against an employee, applicant for employment, or independent contractor, as defined in subparagraph (A) of paragraph (2) of subdivision (m) of Section 1798.145, for exercising their rights under this title.

Revoking consent

S.71 Draft 2.3 <i>2415e(a)</i>	(6) shall provide an effective mechanism for a consumer to revoke the consumer's consent under this section that is at least as easy as the mechanism by which the consumer provided the consumer's consent and, upon revocation of the consent, cease to process the data as soon as practicable, but not later than 15 days after the receipt of the request;
Connecticut 2025 <i>42-520(a)</i>	(G) provide an effective mechanism for a consumer to revoke the consumer's consent under this section that is at least as easy as the mechanism by which the consumer provided the consumer's consent and, upon revocation of such consent, cease to process the data as soon as practicable, but not later than fifteen days after the receipt of such request;
Maryland <i>14-4707(b)</i>	(b) A controller shall: (iii) Provide an effective mechanism for a consumer to revoke the consumer's consent under this section that is at least as easy as the mechanism by which the consumer provided the consumer's consent.
California <i>1798.135(b)</i>	(2)(A) The consent web page also allows the consumer or a person authorized by the consumer to revoke the consent as easily as it is affirmatively provided.

Selling/processing minor's data

S.71 Draft 2.3 <i>2415e(a)</i>	(7) shall not process the personal data of a consumer for the purposes of targeted advertising, or sell the consumer's personal data, if the controller knew or willfully disregards that the consumer is a minor;
Connecticut 2025 <i>42-520(a)</i>	(D) not process sensitive data concerning a consumer unless such processing is reasonably necessary in relation to the purposes for which such sensitive data are processed and without obtaining the consumer's consent, or, in the case of the processing of sensitive data concerning a consumer who the controller has actual knowledge, or wilfully disregards, is a child, without processing such data in accordance with COPPA; (I) not process the personal data of a consumer for purposes of targeted advertising, or sell the consumer's personal data, under circumstances where a controller has actual knowledge, or wilfully disregards, that the consumer is at least thirteen years of age but younger than eighteen years of age
Maryland <i>14-4707(a)</i>	(a) A controller may not: (4) Process the personal data of a consumer for the purposes of targeted advertising if the controller knew or should have known that the consumer is under the age of 18 years; (5) Sell the personal data of a consumer if the controller knew or should have known that the consumer is under the age of 18 years;
California <i>1798.120(c)</i>	(c) Notwithstanding subdivision (a), a business shall not sell or share the personal information of consumers if the business has actual knowledge that the consumer is less than 16 years of age, unless the consumer, in the case of consumers at least 13 years of age and less than 16 years of age, or the consumer's parent or guardian, in the case of consumers who are less than 13 years of age, has affirmatively authorized the sale or sharing of the consumer's personal information. A business that willfully disregards the consumer's age shall be deemed to have had actual knowledge of the consumer's age

<p>VT Age-Appropriate Design Code 9 VSA 2449f</p>	<p>(a) Data privacy. A covered business shall not: (1) collect, sell, share, or retain any personal data of a covered minor that is not necessary to provide an online service, product, or feature with which the covered minor is actively and knowingly engaged; (2) use previously collected personal data of a covered minor for any purpose other than a purpose for which the personal data was collected, unless necessary to comply with any obligation under this chapter;</p>
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“Side by side” comparison

S.71 Draft 2.3	Connecticut 2025	Maryland	California
<p>(a) A controller:</p> <p>(1) shall limit the collection and processing of personal data to what is reasonably necessary and proportionate to provide or maintain:</p> <p style="padding-left: 20px;">(A) a specific product or service requested by the consumer to whom the data pertains; and</p> <p style="padding-left: 20px;">(B) a communication, that is not an advertisement, by the controller to the consumer that is reasonably anticipated within the context of the relationship between the controller and the consumer;</p> <p>(2) may process or transfer the personal data of a consumer collected pursuant to subdivision (1) of this subsection to provide first-party advertising or targeted advertising to the consumer,</p>	<p>(a) A controller shall:</p> <p>(1)(A) Limit the collection of personal data to what is reasonably necessary and proportionate in relation to the purposes for which such data are processed, as disclosed to the consumer;</p> <p>(B) unless the controller obtains the consumer's consent, not process the consumer's personal data for any material new purpose that is neither reasonably necessary to, nor compatible with, the purposes that were disclosed to the consumer, pursuant to subparagraph (A) of this subdivision, taking into account</p> <p style="padding-left: 20px;">(i) the consumer's reasonable expectation regarding such personal data at the time such personal data were collected based on the purposes that were disclosed to the consumer pursuant to subparagraph (A) of this subdivision, (ii) the</p>	<p>(b)(1) A controller shall:</p> <p>(i) Limit the collection of personal data to what is reasonably necessary and proportionate to provide or maintain a specific product or service requested by the consumer to whom the data pertains;</p> <p>(a) A controller may not:</p> <p>(8) Unless the controller obtains the consumer's consent, process personal data for a purpose that is neither reasonably necessary to, nor compatible with, the disclosed purposes for which the personal data is processed, as disclosed to the consumer.</p>	<p>(c) A business’ collection, use, retention, and sharing of a consumer’s 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.</p>

S.71 Draft 2.3	Connecticut 2025	Maryland	California
<p>unless:</p> <p>(A) the personal data is sensitive data;</p> <p>(B) the consumer has opted out of targeted advertising pursuant to subdivision 2415d(a)(6) of this subchapter; or</p> <p>(C) the controller knew or willfully disregards that the consumer is a minor;</p> <p>(3) shall establish, implement, and maintain reasonable administrative, technical, and physical data security practices to protect the confidentiality, integrity, and accessibility of personal data appropriate to the volume and nature of the personal data at issue, including disposing of personal data in accordance with a retention schedule that requires the deletion of personal data when the data is required to be deleted by law or is no longer necessary for the purpose for which the data was collected or processed;</p> <p>(4) shall not collect or process sensitive data</p>	<p>relationship that such new purpose bears to the purposes that were disclosed to the consumer pursuant to subparagraph (A) of this subdivision, (iii) the impact that processing such personal data for such new purpose might have on the consumer, (iv) the relationship between the consumer and the controller and the context in which the personal data were collected, and (v) the existence of additional safeguards, including, but not limited to, encryption or pseudonymization, in processing such personal data for such new purpose;</p> <p>(C) establish, implement and maintain reasonable administrative, technical and physical data security practices to protect the confidentiality, integrity and accessibility of personal data appropriate to the volume and nature of the personal data at issue;</p> <p>(D) not process sensitive data concerning a consumer unless such processing is reasonably</p>	<p>(a) [A controller may not:]</p> <p>(4) Process the personal data of a consumer for the purposes of targeted advertising if the controller knew or should have known that the consumer is under the age of 18 years;</p> <p>(b) [A controller shall...]</p> <p>(ii) Establish, implement, and maintain reasonable administrative, technical, and physical data security practices to protect the confidentiality, integrity, and accessibility of personal data appropriate to the volume and nature of the personal data at issue; and</p>	<p>(e) A business that collects a consumer’s personal information shall implement reasonable security procedures and practices appropriate to the nature of the personal information to protect the personal information from unauthorized or illegal access, destruction, use, modification, or disclosure in accordance with Section 1798.81.5</p> <p>(a) A consumer shall have the right, at any time, to direct a business that collects sensitive personal information about the consumer to limit its use</p>

S.71 Draft 2.3	Connecticut 2025	Maryland	California
<p>concerning a consumer except when the processing is strictly necessary to provide or maintain a specific product or service requested by the consumer to whom the sensitive data pertains;</p> <p>(5) shall not collect or process personal data in violation of the laws of this State and federal laws that prohibit unlawful discrimination;</p>	<p>necessary in relation to the purposes for which such sensitive data are processed and without obtaining the consumer's consent, or, in the case of the processing of sensitive data concerning a consumer who the controller has actual knowledge, or wilfully disregards, is a child, without processing such data in accordance with COPPA;</p> <p>(E) not process personal data in violation of any law of this state that prohibits unlawful discrimination against consumers, and any evidence, or lack of evidence, concerning proactive anti-bias testing or any similar proactive effort to avoid processing such data in violation of such law, including, but not limited to, any evidence or lack of evidence concerning the quality, efficacy, recency and scope of any such testing or effort, the results of such testing or effort and the response to the results of such testing or effort, shall be relevant to any claim available for a violation of such law and any defense available thereto;</p> <p>(F) not process personal data in violation of any federal law that prohibits unlawful discrimination against consumers;</p>	<p>(a)[<i>A controller may not:</i>]</p> <p>(1) Except where the collection or processing is strictly necessary to provide or maintain a specific product or service requested by the consumer to whom the personal data pertains, collect, process, or share sensitive data concerning a consumer;</p> <p>(3) Process personal data in violation of State or federal laws that prohibit unlawful discrimination;</p>	<p>of the consumer's sensitive personal information to that use which is necessary to perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services, to perform the services set forth in paragraphs (2), (4), (5), and (8) of subdivision (e) of Section 1798.140, and as authorized by regulations adopted pursuant to subparagraph (C) of paragraph (18) of subdivision (a) of Section 1798.185. A business that uses or discloses a consumer's sensitive personal information for purposes other than those specified in this subdivision shall provide notice to consumers, pursuant to subdivision (a) of Section 1798.135, that this information may be used, or disclosed to a service provider or contractor, for additional, specified purposes and that consumers have the right to limit the use or disclosure of their sensitive personal information</p>

S.71 Draft 2.3	Connecticut 2025	Maryland	California
<p>(6) shall provide an effective mechanism for a consumer to revoke the consumer’s consent under this section that is at least as easy as the mechanism by which the consumer provided the consumer’s consent and, upon revocation of the consent, cease to process the data as soon as practicable, but not later than 15 days after the receipt of the request;</p> <p>(7) shall not process the personal data of a consumer for the purposes of targeted advertising, or sell the consumer’s personal data, if the controller knew or willfully disregards that the consumer is a minor;</p> <p>(8) shall not sell sensitive data;</p> <p>(9) shall not discriminate against a consumer for exercising any of the consumer rights contained in this subchapter, including denying goods or services, charging different prices or</p>	<p>(G) provide an effective mechanism for a consumer to revoke the consumer's consent under this section that is at least as easy as the mechanism by which the consumer provided the consumer's consent and, upon revocation of such consent, cease to process the data as soon as practicable, but not later than fifteen days after the receipt of such request;</p> <p>(I) not process the personal data of a consumer for purposes of targeted advertising, or sell the consumer's personal data, under circumstances where a controller has actual knowledge, or wilfully disregards, that the consumer is at least thirteen years of age but younger than eighteen years of age</p> <p>(H) not sell the sensitive data of a consumer without the consumer's consent;</p> <p>A controller shall not discriminate against a consumer for exercising any of the consumer rights contained in sections 42-515 to 42-525, inclusive, including denying goods or services, charging different prices or rates</p>	<p>(b) [A controller shall...] (iii) Provide an effective mechanism for a consumer to revoke the consumer's consent under this section that is at least as easy as the mechanism by which the consumer provided the consumer's consent.</p> <p>(5) Sell the personal data of a consumer if the controller knew or should have known that the consumer is under the age of 18 years;</p> <p>(2) Sell sensitive data;</p> <p>(6) Discriminate against a consumer for exercising a consumer right contained in this subtitle, including denying goods or services, charging different prices or rates for goods or services, or</p>	<p>(A) The consent web page also allows the consumer or a person authorized by the consumer to revoke the consent as easily as it is affirmatively provided.</p> <p>(c) Notwithstanding subdivision (a), a business shall not sell or share the personal information of consumers if the business has actual knowledge that the consumer is less than 16 years of age, unless the consumer, in the case of consumers at least 13 years of age and less than 16 years of age, or the consumer’s parent or guardian, in the case of consumers who are less than 13 years of age, has affirmatively authorized the sale or sharing of the consumer’s personal information. A business that willfully disregards the consumer’s age shall be deemed to have had actual knowledge of the consumer’s age.</p>

S.71 Draft 2.3	Connecticut 2025	Maryland	California
<p>rates for goods or services, or providing a different level of quality of goods or services to the consumer.</p>	<p>for goods or services or providing a different level of quality of goods or services to the consumer</p>	<p>providing a different level of quality of goods or services to the consumer;</p> <p>(7) Collect, process, or transfer personal data or publicly available data in a manner that unlawfully discriminates in or otherwise unlawfully makes unavailable the equal enjoyment of goods or services on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, or disability, unless the collection, processing, or transfer of personal data is for:</p> <p>(i) The controller's self-testing to prevent or mitigate unlawful discrimination;</p> <p>(ii) The controller's diversifying of an applicant, participant, or customer pool; or</p> <p>(iii) A private club or group not open to the public, as described in § 201(e) of the Civil Rights Act of 1964;</p>	<p>(a) (1) A business shall not discriminate against a consumer because the consumer exercised any of the consumer's rights under this title, including, but not limited to, by: (A) Denying goods or services to the consumer. (B) Charging different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties. (C) Providing a different level or quality of goods or services to the consumer. (D) Suggesting that the consumer will receive a different price or rate for goods or services or a different level or quality of goods or services. (E) Retaliating against an employee, applicant for employment, or independent contractor, as defined in subparagraph (A) of paragraph (2) of subdivision (m) of Section 1798.145, for exercising their rights under this title.</p>

S.71 Draft 2.3	Connecticut 2025	Maryland	California
Limitations			
<p>Subsection (a) of this section shall not be construed to:</p> <p>(1) require a controller to provide a product or service that requires the personal data of a consumer that the controller does not collect or maintain; or</p> <p>(2) prohibit a controller from offering a different price, rate, level, quality, or selection of goods or services to a consumer, including offering goods or services for no fee if the offering is in connection with a consumer's voluntary participation in a bona fide loyalty, rewards, premium features, discounts, or club card program, provided that the selling of personal data is not a condition of participation in the program.</p>	<p>(2) Nothing in subdivision (1) of this subsection shall be construed to require a controller to provide a product or service that requires the personal data of a consumer which the controller does not collect or maintain, or prohibit a controller from offering a different price, rate, level, quality or selection of goods or services to a consumer, including offering goods or services for no fee, if the offering is in connection with a consumer's voluntary participation in a bona fide loyalty, rewards, premium features, discounts or club card program.</p>	<p>(c) Nothing in subsection (a) or (b) of this section may be construed to:</p> <p>(1) Require a controller to provide a product or service that requires the personal data of a consumer that the controller does not collect or maintain; or</p> <p>(2) Prohibit a controller from offering a different price, rate, level, quality, or selection of goods or services to a consumer, including offering goods or services for no fee, if the offering is in connection with a consumer's voluntary participation in a bona fide loyalty, rewards, premium features, discounts, or club card program, provided that the selling of personal data is not a condition of participation in the program.</p>	<p>(a)(2) Nothing in this subdivision prohibits a business, pursuant to subdivision (b), from charging a consumer a different price or rate, or from providing a different level or quality of goods or services to the consumer, if that difference is reasonably related to the value provided to the business by the consumer's data.</p> <p>(b) (1) A business may offer financial incentives, including payments to consumers as compensation, for the collection of personal information, the sale or sharing of personal information, or the retention of personal information. A business may also offer a different price, rate, level, or quality of goods or services to the consumer if that price or difference is reasonably related to the value provided to the business by the consumer's data.</p>