

Privacy Consultant's Lens on SB-71 Vermont's Privacy Law April 2026



Meet Jodi Daniels

**Red Clover Advisors
Founder & CEO**

- Certified Informational Privacy Professional & OneTrust Fellow of Privacy Technology
- 27+ years experience working with businesses, including Deloitte, The Home Depot, Cox Enterprises, and Bank of America
- WSJ, USA Today, Amazon, Barnes & Noble best-selling author of *Data Reimagined: Building Trust One Byte at a Time*
- National Keynote Speaker and featured in *CNBC, The Wall Street Journal, The Economist, Forbes Inc., Bloomberg Law, Fox News, Technology Association of Georgia, Harvard Business School, Emory University, IAPP, Forbes Business Council Member*, and many others
- IANS Faculty Member
- Co-host of top ranked podcast: *She Said Privacy/He Said Security*

Featured In



Forbes



yahoo!news



Experience

Deep expertise across four domains

Media

In-house experience at a media company plus active client work across the industry.

AdTech

Stood up a targeted ad network from scratch, owning strategy through launch.

Privacy

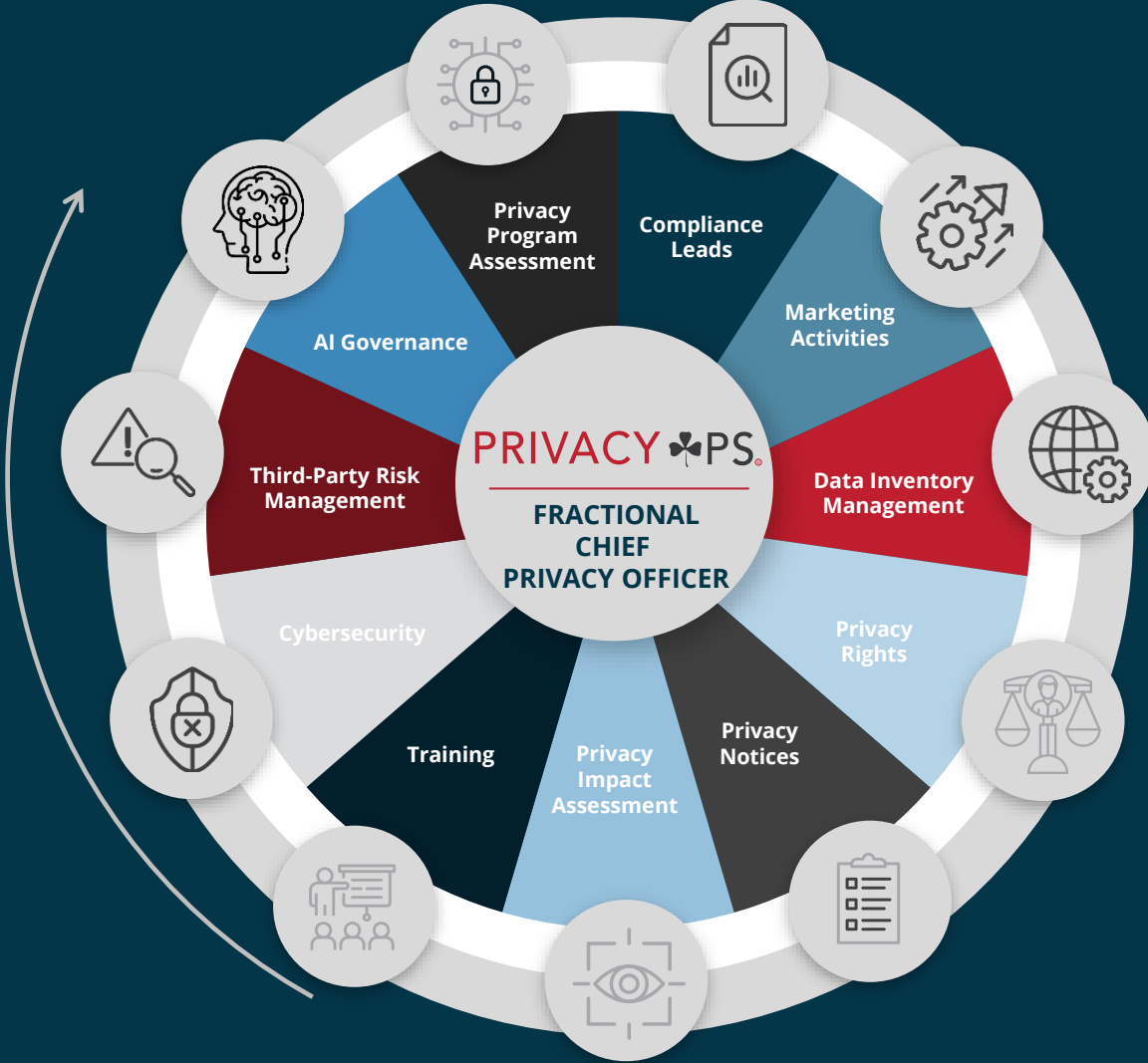
Data protection, regulatory compliance, and privacy-first product design.

Corporate Strategy

M&A, corporate development, and long-range planning to shape company direction and growth.

Red Clover Advisors

Red Clover Advisors works with companies to operationalize the U.S. State Privacy Laws from startups to Fortune 500 across numerous industries spanning digital media, professional services, retail, food franchise companies, technology companies and more.



Balancing Consumer Concerns & Business Needs

Consumer Concerns

- The AdTech ecosystem is a complex web
- Consumer data is often inaccurate
- There is a lack of consumer awareness what's happening
- Consumers are not in control of their data
- There has been abuse of data by companies using data and not properly disclosing it, by significant targeting and sharing of what could be deemed sensitive data

How to Resolve?

- How can consumers have control over their data?
- How are consumers educated?
- How can companies still market while not abusing data collected?

Sustainable Privacy Programs

- Companies are trying to build privacy programs to comply with privacy laws that are sustainable to new laws or amendments.
- Cost of complying with a privacy program varies based on the type of data the company collects, uses, stores and shares. The more personal information, the more sensitive and the more uses cases, the more complex the program.
- Companies who have not had to build a privacy program before will have an initial setup cost.
 - Activities include understanding and documenting its personal data lifecycle, updating its privacy notices, creating a privacy rights requests process including digital tracker/cookie consent software, managing vendors, (and other obligations).

- The challenges companies face are aligning definitions and obligations across laws such as (but not limited to):
 - sale of data
 - sensitive data
 - data minimization
 - targeting advertising
 - privacy risk assessments
 - privacy rights and opt-outs
 - Privacy notices and lists of third parties information shared/sold to

Thank you



Jodi Daniels

CEO & Privacy Consultant

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