

## H.211 Rep. Priestley Bill Reporter Intro (4/8/2026)

Data brokers are third party entities that are selling consumer data, often without the consumer knowing and ever having heard of the entity. There are legitimate uses of data broker data such as fraud prevention and identity verification. Data broker data also fuels highly targeted profiling used in dynamic pricing, scams, fraud, stalking, and national security incidents.

In 2018, Vermont became the first state to pass legislation to create a [data broker registry](#). H.211 updates definitions, fees, fines, studies a deletion portal, and creates the Right for Vermonters to request deletion of their information being sold without their permission.

Following in Vermont's footsteps, CA, OR, and TX have created registries. As these states have passed, they have updated definitions, scope, fees, fines, and registry data that is collected.

Obscure IQ tracks up to 8,600 data brokers internationally. As of this morning, we currently have 292 brokers registered in Vermont. [Privacy Rights Clearinghouse can share their research](#) that finds that there are approximately 750 data brokers collectively registered across VT, CA, OR, and TX, with a large number of brokers missing from registering in each state. That means just over 450 are potentially missing in Vermont.

January 1, 2026, CA launched its deletion portal for CA residents to use for an automated way to allow consumers to request to be removed from multiple data brokers at once.

On March 24th, [CalPrivacy](#) provided an update that shared a few key stats. Out of 567 registered brokers:

- 110 data brokers sell precise geolocation
- 52 data brokers sell personal info to the federal government
- 33 data brokers sell personal info to foreign actors ([see related report](#))
- 31 data brokers sell personal info to GenAI developers

This bill does not regulate entities like banks or insurers, but does regulate an industry they rely on. As such, we spent a lot of time working on finely crafting exceptions which allow brokers to deny the deletion of data where that data is used for things such as fraud prevention, identity verification, and related processing which is beneficial to consumers and regulated by state or federal laws like the Fair Credit Reporting Act.

NY, CT, RI, MD, and MN are among states that are pushing for data broker registries and/or deletion mechanisms this year.

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Other resources mentioned due to questions:

- [Consumer Financial Protection Bureau Data Broker Fact Sheet](#) (12/2024)
- CalPrivacy Announcement "[State Regulators Form Bipartisan Consortium to Collaborate on Privacy Issues](#)"