

A Guide to Changing Consumer Privacy Regulations within the United States

Throughout 2023, new consumer privacy regulations will go into effect for five states within the United States.



Is your organization impacted?

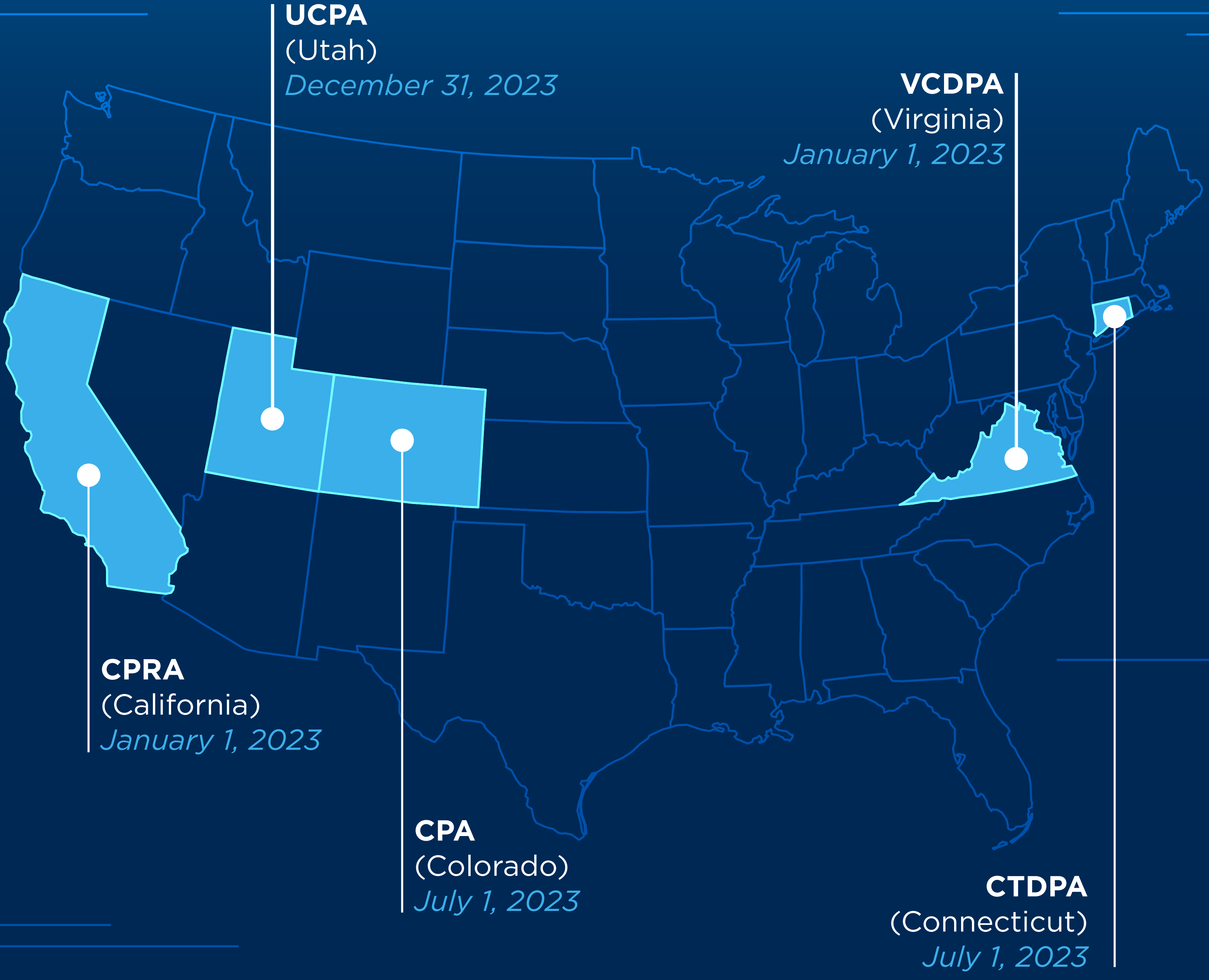


Are you prepared to comply?



Use this guide to better understand the changing privacy landscape.

2023 Privacy Regulations Impacting Organizations New and Expanded State Protections



Consumer-Facing Business Obligations Under 2023 Privacy Regulations

With a significant expansion of privacy regulations in 2023, organizations will have new obligations. This chart illustrates some of those key rights and requirements.

Right/Requirement	CCPA/CPRA (California)	VCDPA (Virginia)	CPA (Colorado)	CTDPA (Connecticut)	UCPA (Utah)
Right to opt in for sensitive data processing	✗	✓	✓	✓	✗
Right to correct data	✓	✓	✓	✓	✗
Right against automated decision-making	✓	✓	✓	✓	✗
Risk assessment requirement	✓	✓	✓	✓	✗
Right to opt out of certain processing	✓	✓	✓	✓	✓
Right to access and delete data	✓	✓	✓	✓	✓
Right to data portability	✓	✓	✓	✓	✓
Notice requirement	✓	✓	✓	✓	✓
Right to opt out of sales	✓	✓	✓	✓	✓

Recommended Steps to Help Your Organization Prepare

1

Understand your obligations under the new and emerging legislation

2

Assess gaps in current privacy programs against applicable privacy expectations

3

Update or develop privacy roadmap to close the gaps based on industry best practices

4

Develop or enhance privacy programs to address regulations and build trust with consumers

5

Implement regular privacy reporting and program oversight