(4lr1198)

ENROLLED BILL

— Economic Matters/Finance —

Introduced by Delegates Love, Valderrama, Boafo, Charkoudian, Feldmark, Fraser-Hidalgo, Hill, Kaiser, Kaufman, Lehman, Palakovich Carr, Pena-Melnyk, Shetty, Solomon, Stewart, Taveras, Watson, and Ziegler

Read and Examined by Proofreaders:

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sented to the Governor, for his approval this	pres	eal and	Great Se	the	with	Sealed
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Speaker	_					
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1 AN ACT concerning

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Maryland Online Data Privacy Act of 2024

3 FOR the purpose of regulating the manner in which a controller or a processor in possession 4 of a consumer's personal data may process the consumer's personal data; authorizing $\mathbf{5}$ a consumer to exercise certain rights in regards to the consumer's personal data; 6 requiring a controller of personal data to establish a method for a consumer to 7 exercise certain rights in regards to the consumer's personal data; requiring a controller to comply with a request by a consumer to exercise a certain right in a 8 9 certain manner, except under certain circumstances; authorizing a consumer to 10 designate an authorized agent to act on the consumer's behalf to opt out of the 11 processing of the consumer's personal data; requiring a controller to provide a 12consumer with a certain privacy notice; requiring a controller that uses a processor 13 to process the personal data of consumers to enter into a contract with the processor

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.

Underlining indicates amendments to bill.

Strike out indicates matter stricken from the bill by amendment or deleted from the law by amendment.

Italics indicate opposite chamber/conference committee amendments



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that governs the processor's data processing procedures; requiring a controller to conduct and document a data protection assessment for consumer data processing activities that present a heightened risk of harm to a consumer; making a violation of this Act an unfair, abusive, or deceptive trade practice that is subject to enforcement and penalties under the Maryland Consumer Protection Act; and generally relating to online data privacy.

7 BY repealing and reenacting, with amendments,

- 8 Article Commercial Law
- 9 Section 13–301(14)(xl)
- 10 Annotated Code of Maryland
- 11 (2013 Replacement Volume and 2023 Supplement)
- 12 BY repealing and reenacting, without amendments,
- 13 Article Commercial Law
- 14 Section 13–301(14)(xli)
- 15 Annotated Code of Maryland
- 16 (2013 Replacement Volume and 2023 Supplement)
- 17 BY adding to
- 18 Article Commercial Law
- Section 13–301(14)(xlii); and 14–4601 through <u>14–4613</u> <u>14–4614</u> to be under the new
 subtitle "Subtitle 46. Online Data Privacy Act"
- 21 Annotated Code of Maryland
- 22 (2013 Replacement Volume and 2023 Supplement)
- 23 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND, 24 That the Laws of Maryland road as follows:
- 24 That the Laws of Maryland read as follows:
- 25Article - Commercial Law 2613 - 301. 27Unfair, abusive, or deceptive trade practices include any: 28(14)Violation of a provision of: 29(xl)Title 14, Subtitle 13 of the Public Safety Article; [or] 30 (xli) Title 14, Subtitle 45 of this article; or (XLII) TITLE 14, SUBTITLE 46 OF THIS ARTICLE; OR 31 SUBTITLE 46. ONLINE DATA PRIVACY ACT. 32

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33 **14–4601.**

1 (A) IN THIS SUBTITLE THE FOLLOWING WORDS HAVE THE MEANINGS 2 INDICATED.

3 (B) "AFFILIATE" MEANS A PERSON THAT, <u>DIRECTLY OR INDIRECTLY</u>
4 <u>THROUGH ONE OR MORE INTERMEDIARIES, CONTROLS, IS CONTROLLED BY, OR IS</u>
5 <u>UNDER COMMON CONTROL WITH ANOTHER PERSON, SUCH THAT THE PERSON</u>:

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(1) SHARES COMMON BRANDING WITH ANOTHER PERSON; OR

7 (2) CONTROLS, IS CONTROLLED BY, OR IS UNDER COMMON CONTROL
 8 WITH ANOTHER PERSON.

9 (1) OWNS OR HAS THE POWER TO VOTE MORE THAN 50 PERCENT % 10 OF THE OUTSTANDING SHARES OF ANY VOTING CLASS OF THE OTHER PERSON'S 11 SECURITIES;

12(2)HAS THE POWER TO ELECT OR INFLUENCE THE ELECTION OF A13MAJORITY OF THE DIRECTORS, MEMBERS, OR MANAGERS OF THE OTHER PERSON;

14(3)HAS THE POWER TO DIRECT THE MANAGEMENT OF THE OTHER15PERSON; OR

16(4)IS SUBJECT TO THE OTHER PERSON'S EXERCISE OF THE POWERS17DESCRIBED IN ITEM (1), (2), OR (3) OF THIS SUBSECTION.

18 (C) "AUTHENTICATE" MEANS TO USE REASONABLE MEANS TO DETERMINE 19 THAT A REQUEST TO EXERCISE A CONSUMER RIGHT IN ACCORDANCE WITH § 20 14–4605 OF THIS SUBTITLE IS BEING MADE BY, OR ON BEHALF OF, A CONSUMER WHO 21 IS ENTITLED TO EXERCISE THE CONSUMER RIGHT WITH RESPECT TO THE PERSONAL 22 DATA AT ISSUE.

(D) (1) "BIOMETRIC DATA" MEANS DATA GENERATED BY AUTOMATIC
 MEASUREMENTS OF THE BIOLOGICAL CHARACTERISTICS OF A CONSUMER THAT CAN
 BE USED TO UNIQUELY AUTHENTICATE A CONSUMER'S IDENTITY.

- 26 (2) "BIOMETRIC DATA" INCLUDES:
- 27 (I) A FINGERPRINT;
- 28 (II) A VOICE PRINT;
- 29 (III) AN EYE RETINA OR IRIS IMAGE; AND

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$\frac{1}{2}$	(IV) ANY OTHER UNIQUE BIOLOGICAL CHARACTERISTICS THAT CAN BE USED TO UNIQUELY AUTHENTICATE A CONSUMER'S IDENTITY.
3	(3) "BIOMETRIC DATA" DOES NOT INCLUDE:
4	(I) A DIGITAL OR PHYSICAL PHOTOGRAPH;
5	(II) AN AUDIO OR VIDEO RECORDING; OR
6 7 8	(III) ANY DATA GENERATED FROM A DIGITAL OR PHYSICAL PHOTOGRAPH OR AN AUDIO OR VIDEO RECORDING, UNLESS THE DATA IS GENERATED TO IDENTIFY A SPECIFIC CONSUMER.
9	(E) "BUSINESS ASSOCIATE" HAS THE MEANING STATED IN HIPAA.
10	(F) "CHILD" HAS THE MEANING STATED IN COPPA.
11 12 13 14	(G) (1) "CONSENT" MEANS A CLEAR AFFIRMATIVE ACT SIGNIFYING A CONSUMER'S FREELY GIVEN, SPECIFIC, INFORMED, AND UNAMBIGUOUS AGREEMENT TO ALLOW THE PROCESSING OF PERSONAL DATA RELATING TO THE CONSUMER FOR A PARTICULAR PURPOSE.
15	(2) "CONSENT" INCLUDES:
16	(I) A WRITTEN STATEMENT;
17	(II) A WRITTEN STATEMENT BY ELECTRONIC MEANS; OR
18	(III) ANY OTHER UNAMBIGUOUS AFFIRMATIVE ACTION.
19	(3) "CONSENT" DOES NOT INCLUDE:
20 21 22	(I) ACCEPTANCE OF A GENERAL OR BROAD TERMS OF USE OR SIMILAR DOCUMENT THAT CONTAINS DESCRIPTIONS OF PERSONAL DATA PROCESSING ALONG WITH OTHER UNRELATED INFORMATION;
$\begin{array}{c} 23\\ 24 \end{array}$	(II) HOVERING OVER, MUTING, PAUSING, OR CLOSING A PIECE OF CONTENT; OR
$\frac{25}{26}$	(III) AGREEMENT OBTAINED THROUGH THE USE OF DARK PATTERNS.
27 28	(H) (1) "CONSUMER" MEANS AN INDIVIDUAL WHO IS A RESIDENT OF THE STATE.

(2) "CONSUMER" DOES NOT INCLUDE: 1 $\mathbf{2}$ **(I)** AN INDIVIDUAL ACTING IN A COMMERCIAL OR 3 **EMPLOYMENT CONTEXT; OR** 4 (II) AN INDIVIDUAL ACTING AS AN EMPLOYEE, AN OWNER, A DIRECTOR, AN OFFICER, OR A CONTRACTOR OF A COMPANY, A PARTNERSHIP, A SOLE $\mathbf{5}$ 6 PROPRIETORSHIP, A NONPROFIT ORGANIZATION, OR A GOVERNMENTAL UNIT WHOSE COMMUNICATIONS OR TRANSACTIONS WITH A CONTROLLER OCCUR ONLY 7 WITHIN THE CONTEXT OF THE INDIVIDUAL'S ROLE WITH THE COMPANY, 8 9 PARTNERSHIP, SOLE PROPRIETORSHIP, NONPROFIT ORGANIZATION, OR 10 GOVERNMENTAL UNIT. "CONSUMER HEALTH DATA" MEANS PERSONAL DATA THAT A 11 (1) **(I)** 12CONTROLLER USES TO IDENTIFY A CONSUMER'S PHYSICAL OR MENTAL HEALTH 13STATUS. 14 (2) "CONSUMER HEALTH DATA" INCLUDES DATA RELATED TO: 15**(I)** GENDER-AFFIRMING CARE TREATMENT; OR 16 **(II) REPRODUCTIVE OR SEXUAL HEALTH CARE.** (J) "CONTROL" MEANS: 1718 (1) **OWNERSHIP OF OR THE POWER TO VOTE MORE THAN 50% OF THE** 19 OUTSTANDING SHARES OF ANY CLASS OF VOTING SECURITY OF A BUSINESS; 20(2) ANY MANNER OF CONTROL OVER THE ELECTION OF A MAJORITY 21OF THE DIRECTORS OF A BUSINESS, OR INDIVIDUALS EXERCISING SIMILAR FUNCTIONS: OR 2223(3) THE POWER TO EXERCISE A CONTROLLING INFLUENCE OVER THE MANAGEMENT OF A BUSINESS. 2425(K) "CONTROLLER" MEANS A PERSON THAT, ALONE OR JOINTLY WITH OTHERS, DETERMINES THE PURPOSE AND MEANS OF PROCESSING PERSONAL DATA. 2627(L) (1) "COPPA" MEANS THE FEDERAL CHILDREN'S ONLINE PRIVACY 28PROTECTION ACT OF 1998 AND THE REGULATIONS, RULES, GUIDANCE, AND 29EXEMPTIONS ADOPTED UNDER THE ACT, AND AS THE ACT AND THE REGULATIONS, 30 RULES, GUIDANCE, AND EXEMPTIONS MAY BE AMENDED.

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$\frac{1}{2}$	(2) "COPPA" includes regulations adopted under the federal Children's Online Privacy Protection Act of 1998.
3	(M) "COVERED ENTITY" HAS THE MEANING STATED IN HIPAA.
4 5 6	(N) (1) "DARK PATTERN" MEANS A USER INTERFACE DESIGNED OR MANIPULATED WITH THE SUBSTANTIAL EFFECT OF SUBVERTING USER AUTONOMY, DECISION MAKING, OR CHOICE.
7 8	(2) "DARK PATTERN" INCLUDES ANY PRACTICE THE FEDERAL TRADE COMMISSION REFERS TO AS A "DARK PATTERN".
9 10 11	(O) "DECISIONS THAT PRODUCE LEGAL OR SIMILARLY SIGNIFICANT EFFECTS CONCERNING THE CONSUMER" MEANS DECISIONS THAT RESULT IN THE PROVISION OR DENIAL OF:
12	(1) FINANCIAL OR LENDING SERVICES;
13	(2) HOUSING;
14	(3) INSURANCE;
15	(4) (3) EDUCATION ENROLLMENT OR OPPORTUNITY;
16	(5) (4) CRIMINAL JUSTICE;
17	(6) (5) EMPLOYMENT OPPORTUNITIES;
18	(7) (6) HEALTH CARE SERVICES; OR
19	(8) (7) ACCESS TO ESSENTIAL GOODS OR SERVICES.
20 21 22 23 24	(P) "DE-IDENTIFIED DATA" MEANS DATA THAT CANNOT REASONABLY BE USED TO INFER INFORMATION ABOUT OR OTHERWISE BE LINKED TO AN IDENTIFIED OR IDENTIFIABLE CONSUMER, OR A DEVICE THAT MAY BE LINKED TO AN IDENTIFIED OR IDENTIFIABLE CONSUMER, IF THE CONTROLLER THAT POSSESSES THAT INFORMATION:
$\frac{25}{26}$	(1) Takes reasonable measures to ensure that the information cannot be linked with a consumer;
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27 (2) COMMITS IN PUBLICLY AVAILABLE TERMS AND CONDITIONS OR IN
 28 A PUBLICLY AVAILABLE PRIVACY POLICY TO MAINTAIN AND USE THE INFORMATION
 29 IN DE-IDENTIFIED FORM; AND

(3) CONTRACTUALLY OBLIGES ANY RECIPIENTS OF THE INFORMATION TO COMPLY WITH ALL PROVISIONS OF THIS SUBSECTION HAS THE MEANING STATED IN § 14–4401 OF THIS TITLE.

4 (Q) <u>"GENDER-AFFIRMING TREATMENT" HAS THE MEANING STATED IN §</u> 5 <u>15–151(A) OF THE HEALTH – GENERAL ARTICLE.</u>

- 6 (Q) (R) (1) "GENETIC DATA" <u>MEANS DATA IN ANY FORMAT THAT</u> 7 CONCERNS-THE GENETIC CHARACTERISTICS OF A CONSUMER.
- 8 (2) "GENETIC DATA" INCLUDES:

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9 (I) RAW SEQUENCE DATA THAT RESULTS FROM SEQUENCING 10 OF A CONSUMER'S COMPLETE EXTRACTED DNA OR A PORTION OF THE CONSUMER'S 11 COMPLETE EXTRACTED DNA;

- 12 (II) GENOTYPIC AND PHENOTYPIC INFORMATION THAT 13 RESULTS FROM ANALYZING RAW SEQUENCE DATA;
- 14(III)INFORMATION EXTRAPOLATED, DERIVED, OR INFERRED15FROM THE ANALYSIS OF RAW SEQUENCE DATA; AND
- 16 (IV) SELF-REPORTED HEALTH INFORMATION SUBMITTED TO A
 17 DIRECT-TO-CONSUMER GENETIC TESTING COMPANY BY A CONSUMER REGARDING
 18 THE CONSUMER'S HEALTH CONDITIONS:
- 191.THAT IS USED FOR SCIENTIFIC RESEARCH OR20PRODUCT DEVELOPMENT; AND
- 212.Analyzed in connection with the consumer's22RAW SEQUENCE DATAHAS THE MEANING STATED IN § 14–4401 OF THIS TITLE.
- 23 (R) (S) (1) "GEOFENCE" MEANS TECHNOLOGY THAT ESTABLISHES A 24 VIRTUAL GEOGRAPHICAL BOUNDARY.
- 25 (2) "GEOFENCE" INCLUDES BOUNDARIES THAT ARE ESTABLISHED 26 OR MONITORED THROUGH THE USE OF:
- 27 (I) GLOBAL POSITIONING TECHNOLOGY;
- 28 (II) CELL TOWER CONNECTIVITY;
- 29 (III) CELLULAR DATA;

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(IV) RADIO FREQUENCY IDENTIFICATION;

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	(V)	WIRE	LESS FID	ELITY TI	ECHN	OLOGY	; OR		
TECHNOLOGY.	(VI)	Any	OTHER	FORM	OF	LOCA	TION	DETI	ERMINATION
(S) <u>(T)</u> Portability an						ERAL	HEAI	TH	INSURANCE
(T) <u>(U)</u> WHO CAN READII									CONSUMER
(U) <u>(V)</u> WHICH NOT LES HEALTH SERVICI	S THA								FACILITY IN RE MENTAL
(V) <u>(W)</u> LINKED OR CAN CONSUMER.	• •								ON THAT IS DENTIFIABLE
(2)	"Pef	RSONAI	L DATA" D	OES NO	Г INCI	LUDE:			
	(I)	DE-II	DENTIFIE	D DATA;	OR				
	(II)	PUBL	ICLY AVA	ILABLE	INFOI	RMATIO	ON.		
(W) <u>(X)</u> DERIVED FROM THE SPECIFIC LO	TECHN	NOLOG	У ТНАТ С	AN PRE	CISEL	Y AND	ACCU	RATE	
(2) SYSTEM LEVEL MECHANISMS.									POSITIONING ER SIMILAR
(3)	"PRI	ECISE O	GEOLOCAT	FION DA	TA" D	OES NO	OT INCI	LUDE:	
	(I)	THE (CONTENT	OF COM	MUNI	CATIO	NS DAT	<u>'</u> ₩;	

(II) DATA GENERATED BY OR CONNECTED TO AN ADVANCED 26UTILITY METERING INFRASTRUCTURE SYSTEM; OR 27

1(III)EQUIPMENT DATA GENERATED BY EQUIPMENTUSED2BY A UTILITY COMPANY.

3 (X) (Y) (1) "PROCESS" MEANS AN OPERATION OR SET OF OPERATIONS
 4 PERFORMED BY MANUAL OR AUTOMATED MEANS ON PERSONAL DATA.

5 (2) "PROCESS" INCLUDES COLLECTING, USING, STORING, 6 DISCLOSING, ANALYZING, DELETING, OR MODIFYING PERSONAL DATA.

7 (Y) (Z) "PROCESSOR" MEANS A PERSON THAT PROCESSES PERSONAL 8 DATA ON BEHALF OF A CONTROLLER.

9 (Z) (AA) "PROFILING" MEANS ANY FORM OF AUTOMATED PROCESSING 10 PERFORMED ON PERSONAL DATA TO EVALUATE, ANALYZE, OR PREDICT PERSONAL 11 ASPECTS RELATED TO AN IDENTIFIED OR IDENTIFIABLE CONSUMER'S ECONOMIC 12 SITUATION, HEALTH, DEMOGRAPHIC CHARACTERISTICS, PERSONAL PREFERENCES, 13 INTERESTS, RELIABILITY, BEHAVIOR, LOCATION, OR MOVEMENTS.

14(AA) (BB)"PROTECTED HEALTH INFORMATION" HAS THE MEANING STATED15IN HIPAA.

16(BB) (CC)(1) "PUBLICLY AVAILABLE INFORMATION" MEANS17INFORMATION THAT A PERSON:

18 (I) IS LAWFULLY MADE READILY AVAILABLE TO THE GENERAL 19 PUBLIC THROUGH FEDERAL, STATE, OR LOCAL GOVERNMENT RECORDS; OR

20(II)A CONTROLLER HAS A REASONABLE BASIS TO BELIEVE21THAT A CONSUMER HAS LAWFULLY MADE AVAILABLE TO THE GENERAL PUBLIC22THROUGH WIDELY DISTRIBUTED MEDIA.

23(I)LAWFULLY OBTAINS FROM A RECORD OF A GOVERNMENTAL24ENTITY;

25(II)REASONABLYBELIEVESACONSUMERORWIDELY26DISTRIBUTED MEDIA HAS LAWFULLY MADE AVAILABLE TO THE GENERAL PUBLIC;27OR

28(III)IFTHECONSUMERHASNOTRESTRICTEDTHE29INFORMATION TO A SPECIFIC AUDIENCE, OBTAINS FROM A PERSON TO WHOM THE30CONSUMER DISCLOSED THE INFORMATION.

1 (2) "PUBLICLY AVAILABLE INFORMATION" DOES NOT INCLUDE 2 BIOMETRIC DATA COLLECTED BY A BUSINESS ABOUT A CONSUMER WITHOUT THE 3 CONSUMER'S KNOWLEDGE.

4 (CC) (DD) (1) "REPRODUCTIVE OR SEXUAL HEALTH CARE" MEANS CARE
5 RELATED TO A HEALTH CARE-RELATED SERVICE OR PRODUCT RENDERED OR
6 PROVIDED CONCERNING A CONSUMER'S REPRODUCTIVE SYSTEM OR SEXUAL
7 WELL-BEING₇, INCLUDING:

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(2) "Reproductive or sexual health care" includes:

9 (1) A SERVICE OR PRODUCT PROVIDED RELATED TO AN 10 INDIVIDUAL HEALTH CONDITION, STATUS, DISEASE, DIAGNOSIS, TEST, OR 11 TREATMENT;

12 (H) (2) A SOCIAL, PSYCHOLOGICAL, BEHAVIORAL, OR 13 MEDICAL INTERVENTION;

14 (III) (3) A SURGERY OR PROCEDURE;

15 (IV) (4) THE PURCHASE OR USE OF A MEDICATION,
 16 INCLUDING A MEDICATION PURCHASED OR USED FOR THE PURPOSES OF AN
 17 ABORTION;

 18
 (V) (5)
 A SERVICE OR PRODUCT RELATED TO A BODILY

 19
 FUNCTION, VITAL SIGN, OR MEASUREMENT THEREOF SYMPTOM;

20(6)A MEASUREMENT OF A BODILY FUNCTION, VITAL SIGN, OR21SYMPTOM; AND

22 (VI) (7) AN ABORTION, WHETHER SURGICAL OR MEDICAL; 23 AND

24 (VII) A SERVICE RELATED TO AN ABORTION AND MEDICAL AND
 25 NONMEDICAL SERVICES, PRODUCTS, DIAGNOSTICS, COUNSELING, AND FOLLOW-UP
 26 SERVICES FOR AN ABORTION.

27 (DD) (<u>EE</u>) "REPRODUCTIVE OR SEXUAL HEALTH FACILITY" MEANS A 28 HEALTH CARE FACILITY WHERE NOT LESS THAN **70**% OF SERVICES OFFERED ARE 29 REPRODUCTIVE OR SEXUAL HEALTH CARE SERVICES.

30(EE) (FF)(1)"SALE OF PERSONAL DATA" MEANS THE EXCHANGE OF31PERSONAL DATA BY A CONTROLLER, A PROCESSOR, OR AN AFFILIATE OF A

CONTROLLER OR PROCESSOR TO A THIRD PARTY FOR MONETARY OR OTHER 1 2 VALUABLE CONSIDERATION. "SALE OF PERSONAL DATA" DOES NOT INCLUDE: 3 (2) 4 **(I)** THE DISCLOSURE OF PERSONAL DATA TO A PROCESSOR THAT PROCESSES PERSONAL DATA ON BEHALF OF A CONTROLLER IF LIMITED TO $\mathbf{5}$ 6 THE PURPOSES OF THE PROCESSING; 7 **(II)** THE DISCLOSURE OF PERSONAL DATA TO A THIRD PARTY 8 FOR PURPOSES OF PROVIDING A PRODUCT OR SERVICE AFFIRMATIVELY 9 **REQUESTED BY THE CONSUMER;** 10 (III) THE DISCLOSURE OR TRANSFER OF PERSONAL DATA TO AN 11 AFFILIATE OF THE CONTROLLER FOR THE PURPOSE OF PROVIDING A PRODUCT OR 12SERVICE AFFIRMATIVELY REQUESTED BY THE CONSUMER; 13 **(IV)** THE DISCLOSURE OF PERSONAL DATA WHERE THE 14 **CONSUMER:** 151. DIRECTS THE CONTROLLER TO DISCLOSE THE 16 PERSONAL DATA; OR 172. INTENTIONALLY USES THE **CONTROLLER** TO 18 **INTERACT WITH A THIRD PARTY;** 19 **(**V**)** THE DISCLOSURE OF PERSONAL DATA THAT THE 20**CONSUMER:** 211. INTENTIONALLY MADE AVAILABLE TO THE GENERAL 22PUBLIC THROUGH A CHANNEL OF MASS MEDIA; AND 232. **DID NOT RESTRICT TO A SPECIFIC AUDIENCE; OR** 24(VI) THE DISCLOSURE OR TRANSFER OF PERSONAL DATA TO A 25THIRD PARTY AS AN ASSET THAT IS PART OF AN ACTUAL OR PROPOSED MERGER, ACQUISITION, BANKRUPTCY, OR OTHER TRANSACTION WHERE THE THIRD PARTY 2627ASSUMES CONTROL OF ALL OR PART OF THE CONTROLLER'S ASSETS. "SENSITIVE DATA" MEANS PERSONAL DATA THAT INCLUDES: 28(FF) (GG) 29(1) **DATA REVEALING:** 30 **(I) RACIAL OR ETHNIC ORIGIN;**

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1	(II) RELIGIOUS BELIEFS;
2	(III) CONSUMER HEALTH DATA;
3	(IV) SEX LIFE;
4	(V) SEXUAL ORIENTATION;
5	(VI) STATUS AS TRANSGENDER OR NONBINARY;
6	(VII) NATIONAL ORIGIN; OR
7	(VIII) CITIZENSHIP OR IMMIGRATION STATUS;
8	(2) GENETIC DATA OR BIOMETRIC DATA;
9 10	(3) PERSONAL DATA OF A CONSUMER THAT THE CONTROLLER KNOWS OR HAS REASON TO KNOW IS A CHILD; OR
11	(4) PRECISE GEOLOCATION DATA.
12 13 14 15 16 17 18	(GG) (HH) (1) "TARGETED ADVERTISING" MEANS DISPLAYING ADVERTISEMENTS TO A CONSUMER OR ON A DEVICE IDENTIFIED BY A UNIQUE IDENTIFIER, WHERE THE ADVERTISEMENT IS SELECTED BASED ON PERSONAL DATA OBTAINED OR INFERRED FROM THE CONSUMER'S ACTIVITIES OVER TIME AND ACROSS <u>NONAFFILIATED</u> WEBSITES OR ONLINE APPLICATIONS THAT ARE UNAFFILIATED WITH EACH OTHER, IN ORDER TO PREDICT THE CONSUMER'S PREFERENCES OR INTERESTS.
19	(2) "TARGETED ADVERTISING" DOES NOT INCLUDE:
20 21 22 23	(I) ADVERTISEMENTS BASED ON THE CONTEXT IN WHICH THE ADVERTISEMENT APPEARS AND DOES NOT VARY BASED ON WHO IS VIEWING THE ADVERTISEMENT OF A CONSUMER'S CURRENT SEARCH QUERY, VISIT TO A WEBSITE, OR ONLINE APPLICATION;
$\begin{array}{c} 24 \\ 25 \end{array}$	(II) ADVERTISEMENTS BASED ON A CONSUMER'S ACTIVITIES WITHIN A CONTROLLER'S WEBSITES OR ONLINE APPLICATIONS;
26 27	(III) ADVERTISEMENTS DIRECTED TO A CONSUMER IN RESPONSE TO THE CONSUMER'S REQUEST FOR INFORMATION OR FEEDBACK; OR

1	(IV) PROCESSING PERSONAL DATA SOLELY TO MEASURE OR
2	REPORT ADVERTISING FREQUENCY, PERFORMANCE, OR REACH.
3	(III) "THIRD PARTY" MEANS A PERSON OTHER THAN THE RELEVANT
4	CONSUMER, CONTROLLER, PROCESSOR, OR AFFILIATE OF THE CONTROLLER OR
$\frac{4}{5}$	PROCESSOR OF RELEVANT PERSONAL DATA.
0	TROUESSON OF RELEVANT TENSONAL DATA.
6	(II) (JJ) (1) "TRADE SECRET" MEANS INFORMATION THAT:
7	(1) DERIVES INDEPENDENT ECONOMIC VALUE, ACTUAL OR
8	POTENTIAL, FROM NOT BEING GENERALLY KNOWN TO, AND NOT BEING READILY
9	ASCERTAINABLE BY PROPER MEANS BY, OTHER PERSONS WHO COULD OBTAIN
10	ECONOMIC VALUE FROM THE INFORMATION'S DISCLOSURE OR USE; AND
11	(ii) I s the subject of efforts that are reasonable
12	UNDER THE CIRCUMSTANCES TO MAINTAIN THE SECRECY OF THE INFORMATION.
13	(2)
14	COMPILATION, PROGRAM, DEVICE, METHOD, TECHNIQUE, OR PROCESS HAS THE
15	MEANING STATED IN § 11–1201 OF THIS ARTICLE.
10	
16	(KK) "TRANSFER" MEANS TO DISCLOSE, RELEASE, DISSEMINATE, MAKE
17	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING,
17 18	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS.
17	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING,
17 18 19	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14-4602.
17 18 19 20	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14–4602. THIS SUBTITLE APPLIES TO A PERSON THAT <u>CONDUCTS BUSINESS IN THE</u>
17 18 19 20 21	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14–4602. THIS SUBTITLE APPLIES TO A PERSON THAT <u>CONDUCTS BUSINESS IN THE</u> STATE OR PROVIDES PRODUCTS OR SERVICES THAT ARE TARGETED TO RESIDENTS
17 18 19 20 21 22	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14–4602. THIS SUBTITLE APPLIES TO A PERSON THAT <u>CONDUCTS BUSINESS IN THE</u> <u>STATE OR PROVIDES PRODUCTS OR SERVICES THAT ARE TARGETED TO RESIDENTS</u> OF THE STATE, AND THAT DURING THE PRECEDING CALENDAR YEAR DID ANY OF
17 18 19 20 21	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14–4602. THIS SUBTITLE APPLIES TO A PERSON THAT <u>CONDUCTS BUSINESS IN THE</u> STATE OR PROVIDES PRODUCTS OR SERVICES THAT ARE TARGETED TO RESIDENTS
17 18 19 20 21 22	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14–4602. THIS SUBTITLE APPLIES TO A PERSON THAT <u>CONDUCTS BUSINESS IN THE</u> <u>STATE OR PROVIDES PRODUCTS OR SERVICES THAT ARE TARGETED TO RESIDENTS</u> OF THE STATE, AND THAT DURING THE PRECEDING CALENDAR YEAR DID ANY OF
 17 18 19 20 21 22 23 	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14–4602. THIS SUBTITLE APPLIES TO A PERSON THAT <u>CONDUCTS BUSINESS IN THE</u> STATE OR PROVIDES PRODUCTS OR SERVICES THAT ARE TARGETED TO RESIDENTS OF THE STATE, AND THAT DURING THE PRECEDING CALENDAR YEAR DID ANY OF THE FOLLOWING:
 17 18 19 20 21 22 23 	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14–4602. THIS SUBTITLE APPLIES TO A PERSON THAT CONDUCTS BUSINESS IN THE STATE OR PROVIDES PRODUCTS OR SERVICES THAT ARE TARGETED TO RESIDENTS OF THE STATE, AND THAT DURING THE PRECEDING CALENDAR YEAR DID ANY OF THE FOLLOWING: (1) CONDUCTS BUSINESS IN THE STATE; OR (2) (1) PRODUCES SERVICES OR PRODUCTS THAT ARE TARGETED
 17 18 19 20 21 22 23 24 	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14–4602. THIS SUBTITLE APPLIES TO A PERSON THAT <u>CONDUCTS BUSINESS IN THE</u> STATE OR PROVIDES PRODUCTS OR SERVICES THAT ARE TARGETED TO RESIDENTS OF THE STATE, AND THAT DURING THE PRECEDING CALENDAR YEAR DID ANY OF THE FOLLOWING: (1) CONDUCTS BUSINESS IN THE STATE; OR
 17 18 19 20 21 22 23 24 25 26 	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14–4602. THIS SUBTITLE APPLIES TO A PERSON THAT <u>CONDUCTS BUSINESS IN THE</u> STATE OR PROVIDES PRODUCTS OR SERVICES THAT ARE TARGETED TO RESIDENTS OF THE STATE, AND THAT DURING THE PRECEDING CALENDAR YEAR DID ANY OF THE FOLLOWING: (1) <u>CONDUCTS BUSINESS IN THE STATE; OR</u> (2) (1) <u>PRODUCES SERVICES OR PRODUCTS THAT ARE TARGETED</u> TO RESIDENTS OF THE STATE; AND
 17 18 19 20 21 22 23 24 25 	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14–4602. THIS SUBTITLE APPLIES TO A PERSON THAT CONDUCTS BUSINESS IN THE STATE OR PROVIDES PRODUCTS OR SERVICES THAT ARE TARGETED TO RESIDENTS OF THE STATE, AND THAT DURING THE PRECEDING CALENDAR YEAR DID ANY OF THE FOLLOWING: (1) CONDUCTS BUSINESS IN THE STATE; OR (2) (1) PRODUCES SERVICES OR PRODUCTS THAT ARE TARGETED
 17 18 19 20 21 22 23 24 25 26 27 	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14-4602. THIS SUBTITLE APPLIES TO A PERSON THAT <u>CONDUCTS BUSINESS IN THE</u> STATE OR PROVIDES PRODUCTS OR SERVICES THAT ARE TARGETED TO RESIDENTS OF THE STATE, AND THAT DURING THE PRECEDING CALENDAR YEAR DID ANY OF THE FOLLOWING: (1) CONDUCTS BUSINESS IN THE STATE; OR (2) (1) PRODUCES SERVICES OR PRODUCTS THAT ARE TARGETED TO RESIDENTS OF THE STATE; AND (1) DURING THE IMMEDIATELY PRECEDING CALENDAR YEAR;
 17 18 19 20 21 22 23 24 25 26 27 28 	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14–4602. THIS SUBTITLE APPLIES TO A PERSON THAT <u>CONDUCTS BUSINESS IN THE</u> STATE OR PROVIDES PRODUCTS OR SERVICES THAT ARE TARGETED TO RESIDENTS OF THE STATE, AND THAT DURING THE PRECEDING CALENDAR YEAR DID ANY OF THE FOLLOWING: (1) <u>CONDUCTS BUSINESS IN THE STATE; OR</u> (2) (1) <u>PRODUCES SERVICES OR PRODUCTS THAT ARE TARGETED</u> TO RESIDENTS OF THE STATE; AND (H) <u>DURING THE IMMEDIATELY PRECEDING CALENDAR YEAR</u> <u>4. (1)</u> CONTROLLED OR PROCESSED THE PERSONAL DATA
 17 18 19 20 21 22 23 24 25 26 27 	AVAILABLE, LICENSE, RENT, OR SHARE PERSONAL DATA ORALLY, IN WRITING, ELECTRONICALLY, OR BY ANY OTHER MEANS. 14-4602. THIS SUBTITLE APPLIES TO A PERSON THAT <u>CONDUCTS BUSINESS IN THE</u> STATE OR PROVIDES PRODUCTS OR SERVICES THAT ARE TARGETED TO RESIDENTS OF THE STATE, AND THAT DURING THE PRECEDING CALENDAR YEAR DID ANY OF THE FOLLOWING: (1) CONDUCTS BUSINESS IN THE STATE; OR (2) (1) PRODUCES SERVICES OR PRODUCTS THAT ARE TARGETED TO RESIDENTS OF THE STATE; AND (1) DURING THE IMMEDIATELY PRECEDING CALENDAR YEAR;

OR

 1
 2. (2) CONTROLLED OR PROCESSED THE PERSONAL DATA

 2
 0F AT LEAST 10,000 CONSUMERS AND DERIVED MORE THAN 20% OF ITS GROSS

 3
 REVENUE FROM THE SALE OF PERSONAL DATA.

4 **14–4603.**

 $\mathbf{5}$

(A) THIS SUBTITLE DOES NOT APPLY TO:

6 (1) A REGULATORY, ADMINISTRATIVE, ADVISORY, EXECUTIVE, 7 APPOINTIVE, LEGISLATIVE, OR JUDICIAL BODY <u>OR INSTRUMENTALITY</u> OF THE 8 STATE, INCLUDING A BOARD, BUREAU, COMMISSION, OR UNIT OF THE STATE OR A 9 POLITICAL SUBDIVISION OF THE STATE;

10 (2) A NATIONAL SECURITIES ASSOCIATION THAT IS REGISTERED 11 UNDER § 15 OF THE FEDERAL SECURITIES EXCHANGE ACT OF 1934 OR A 12 REGISTERED FUTURES ASSOCIATION DESIGNATED IN ACCORDANCE WITH § 17 OF 13 THE FEDERAL COMMODITY EXCHANGE ACT; OR

14(3) A FINANCIAL INSTITUTION OR, AN AFFILIATE OF A FINANCIAL15INSTITUTION, OR DATA THAT IS SUBJECT TO TITLE V OF THE FEDERAL16GRAMM-LEACH-BLILEY ACT AND REGULATIONS ADOPTED UNDER THAT ACT; OR

17(4)A NONPROFIT CONTROLLER THAT PROCESSES OR SHARES18PERSONAL DATA SOLELY FOR THE PURPOSES OF ASSISTING:

19(I)LAWENFORCEMENTAGENCIESININVESTIGATING20CRIMINAL OR FRAUDULENT ACTS RELATING TO INSURANCE; OR

21(II)FIRST RESPONDERS IN RESPONDING TO CATASTROPHIC22EVENTS.

23 (B) THE FOLLOWING INFORMATION AND DATA ARE EXEMPT FROM THIS 24 SUBTITLE:

25 (1) PROTECTED HEALTH INFORMATION UNDER HIPAA;

26 (2) PATIENT-IDENTIFYING INFORMATION FOR PURPOSES OF 42 27 U.S.C. § 290DD-2;

28 (3) IDENTIFIABLE PRIVATE INFORMATION THAT IS USED FOR 29 PURPOSES OF THE FEDERAL POLICY FOR THE PROTECTION OF HUMAN SUBJECTS IN 30 ACCORDANCE WITH 45 C.F.R. § 46;

14

1 (4) IDENTIFIABLE PRIVATE INFORMATION TO THE EXTENT THAT IT IS 2 COLLECTED AND USED AS PART OF HUMAN SUBJECTS RESEARCH IN ACCORDANCE 3 WITH THE ICH 36 GOOD CLINICAL PRACTICE GUIDELINES ISSUED BY THE 4 INTERNATIONAL COUNCIL FOR HARMONISATION OF TECHNICAL REQUIREMENTS 5 FOR PHARMACEUTICALS FOR HUMAN USE OR THE PROTECTION OF HUMAN 6 SUBJECTS UNDER 21 C.F.R. §§ 50 AND 56;

7 (5) PATIENT SAFETY WORK PRODUCT THAT IS CREATED AND USED 8 FOR PURPOSES OF PATIENT SAFETY IMPROVEMENT IN ACCORDANCE WITH 42 9 C.F.R. § 3, ESTABLISHED IN ACCORDANCE WITH 42 U.S.C. §§ 299B–21 THROUGH 10 299B–26;

11 (6) (1) INFORMATION TO THE EXTENT IT IS USED FOR PUBLIC 12 HEALTH, COMMUNITY HEALTH, OR POPULATION HEALTH ACTIVITIES AND 13 PURPOSES, AS AUTHORIZED BY HIPAA, WHEN PROVIDED BY OR TO A COVERED 14 ENTITY OR WHEN PROVIDED BY OR TO A BUSINESS ASSOCIATE IN ACCORDANCE WITH 15 THE BUSINESS ASSOCIATE AGREEMENT WITH A COVERED ENTITY; <u>AND</u>

 $\frac{16}{17}$

(II) Information collected, used, or disclosed by an <u>entity if:</u>

18 <u>**1.**</u> <u>THE ENTITY IS A COVERED ENTITY OR BUSINESS</u>
 19 <u>ASSOCIATE UNDER HIPAA BECAUSE IT COLLECTS, USES, OR DISCLOSES</u>
 20 PROTECTED HEALTH INFORMATION; AND

21 <u>2.</u> <u>THE ENTITY APPLIES THE SAME FEDERAL AND STATE</u>
 22 <u>STANDARDS FOR THE COLLECTION, USE, AND DISCLOSURE OF INFORMATION AS</u>
 23 <u>PROVIDED TO PROTECTED HEALTH INFORMATION UNDER HIPAA AND LEGALLY</u>
 24 <u>PROTECTED HEALTH CARE UNDER § 4-301 OF THE HEALTH - GENERAL ARTICLE</u>
 25 FOR INFORMATION THAT:

 26
 A.
 Is considered a medical record under § 4-301

 27
 OF THE HEALTH - GENERAL ARTICLE; AND

28 <u>B.</u> <u>IS NOT CONSIDERED PROTECTED HEALTH</u>
 29 <u>INFORMATION UNDER HIPAA;</u>

30(II)INFORMATION THAT IS A MEDICAL RECORD UNDER § 4–30131OF THE HEALTH – GENERAL ARTICLE IF:

32 <u>1.</u> <u>THE INFORMATION IS HELD BY AN ENTITY THAT IS A</u>
 33 <u>COVERED ENTITY OR BUSINESS ASSOCIATE UNDER HIPAA BECAUSE IT COLLECTS,</u>
 34 <u>USES, OR DISCLOSES PROTECTED HEALTH INFORMATION; AND</u>

12.THE ENTITY APPLIES THE SAME STANDARDS FOR THE2COLLECTION, USE, AND DISCLOSURE OF THE INFORMATION AS REQUIRED FOR3PROTECTED HEALTH INFORMATION UNDER HIPAA AND MEDICAL RECORDS UNDER4§ 4-301 OF THE HEALTH - GENERAL ARTICLE, INCLUDING SPECIFIC STANDARDS5REGARDING LEGALLY PROTECTED HEALTH CARE; AND

6 <u>(III)</u> INFORMATION THAT IS DE-IDENTIFIED IN ACCORDANCE 7 WITH THE REQUIREMENTS FOR DE-IDENTIFICATION SET FORTH IN 45 C.F.R. 8 164.514 THAT IS DERIVED FROM INDIVIDUALLY IDENTIFIABLE HEALTH 9 INFORMATION AS DESCRIBED IN HIPAA OR PERSONAL INFORMATION CONSISTENT 10 WITH THE HUMAN SUBJECT PROTECTION REQUIREMENTS OF THE U.S. FOOD AND 11 DRUG ADMINISTRATION;

12(7) THE COLLECTION, MAINTENANCE, DISCLOSURE, SALE. COMMUNICATION, OR USE OF PERSONAL INFORMATION BEARING ON A CONSUMER'S 13CREDITWORTHINESS, CREDIT STANDING, CREDIT CAPACITY, CHARACTER, GENERAL 14**REPUTATION, PERSONAL CHARACTERISTICS, OR MODE OF LIVING BY A CONSUMER** 15**REPORTING AGENCY, FURNISHER, OR USER THAT PROVIDES INFORMATION FOR USE** 1617IN A CONSUMER REPORT, AND BY A USER OF A CONSUMER REPORT, BUT ONLY TO THE EXTENT THAT THE ACTIVITY IS REGULATED BY AND AUTHORIZED UNDER THE 18 FEDERAL FAIR CREDIT REPORTING ACT; 19

20 (8) PERSONAL DATA COLLECTED, PROCESSED, SOLD, OR DISCLOSED 21 IN COMPLIANCE WITH THE FEDERAL DRIVER'S PRIVACY PROTECTION ACT OF 1994;

22 (9) PERSONAL DATA REGULATED BY THE FEDERAL FAMILY 23 EDUCATIONAL RIGHTS AND PRIVACY ACT;

(10) PERSONAL DATA COLLECTED, PROCESSED, SOLD, OR DISCLOSED
 IN COMPLIANCE WITH THE FEDERAL FARM CREDIT ACT;

26

(11) DATA PROCESSED OR MAINTAINED:

(I) IN THE COURSE OF AN INDIVIDUAL APPLYING TO,
EMPLOYED BY, OR ACTING AS AN AGENT OR INDEPENDENT CONTRACTOR OF A
CONTROLLER, PROCESSOR, OR THIRD PARTY, TO THE EXTENT THAT THE DATA IS
COLLECTED AND USED WITHIN THE CONTEXT OF THE ROLE;

31(II) AS THE EMERGENCY CONTACT INFORMATION OF A32CONSUMER IF THE DATA IS USED FOR EMERGENCY CONTACT PURPOSES; OR

33 (III) THAT IS:

11.NECESSARY TO RETAIN TO ADMINISTER BENEFITS2FOR ANOTHER INDIVIDUAL RELATING TO THE CONSUMER WHO IS THE SUBJECT OF3THE INFORMATION UNDER ITEM (I) OF THIS ITEM; AND

4 2. USED FOR THE PURPOSES OF ADMINISTERING THE 5 BENEFITS; AND

6 (12) PERSONAL DATA COLLECTED, PROCESSED, SOLD, OR DISCLOSED 7 IN RELATION TO PRICE, ROUTE, OR SERVICE BY AN AIR CARRIER SUBJECT TO THE 8 FEDERAL AIRLINE DEREGULATION ACT TO THE EXTENT THIS SUBTITLE IS 9 PREEMPTED BY THE FEDERAL AIRLINE DEREGULATION ACT; AND

(13) PERSONAL DATA COLLECTED BY OR ON BEHALF OF A PERSON
 REGULATED UNDER THE INSURANCE ARTICLE OR AN AFFILIATE OF SUCH A PERSON,
 IN FURTHERANCE OF THE BUSINESS OF INSURANCE.

13 (C) CONTROLLERS AND PROCESSORS THAT COMPLY WITH THE VERIFIABLE 14 PARENTAL CONSENT REQUIREMENTS OF COPPA SHALL BE CONSIDERED 15 COMPLIANT WITH AN OBLIGATION TO OBTAIN PARENTAL CONSENT IN ACCORDANCE 16 WITH THIS SUBTITLE WITH RESPECT TO A CONSUMER WHO IS A CHILD.

- 17 **14–4604.**
- 18 **A PERSON MAY NOT:**

19(1) PROVIDE AN EMPLOYEE OR CONTRACTOR ACCESS TO CONSUMER20HEALTH DATA UNLESS THE:

21 <u>(I) THE</u> EMPLOYEE OR CONTRACTOR IS SUBJECT TO A 22 CONTRACTUAL OR STATUTORY DUTY OF CONFIDENTIALITY; <u>OR</u>

23(II)CONFIDENTIALITY IS REQUIRED AS A CONDITION OF24EMPLOYMENT OF THE EMPLOYEE;

(2) PROVIDE A PROCESSOR ACCESS TO CONSUMER HEALTH DATA
 UNLESS THE PERSON PROVIDING ACCESS TO THE CONSUMER HEALTH DATA AND
 THE PROCESSOR COMPLY WITH § 14–4607 14–4608 OF THIS SUBTITLE; OR

28 (3) USE A GEOFENCE:

29 (I) To identify, track, collect data from, or send a
 30 Notification to a consumer regarding the consumer's consumer health
 31 Data; and

1(II)WITHIN 1,750 FEET OF A MENTAL HEALTH FACILITY OR2REPRODUCTIVE OR SEXUAL HEALTH FACILITY; OR

3 (4) SELL OR OFFER TO SELL CONSUMER HEALTH DATA WITHOUT THE
 4 CONSENT OF THE CONSUMER WHOSE HEALTH DATA IS TO BE SOLD OR OFFERED TO
 5 BE SOLD TO ESTABLISH A VIRTUAL BOUNDARY THAT IS WITHIN 1,750 FEET OF ANY
 6 MENTAL HEALTH FACILITY OR REPRODUCTIVE OR SEXUAL HEALTH FACILITY FOR
 7 THE PURPOSE OF IDENTIFYING, TRACKING, COLLECTING DATA FROM, OR SENDING
 8 ANY NOTIFICATION TO A CONSUMER REGARDING THE CONSUMER'S CONSUMER
 9 HEALTH DATA.

10 **14–4605.**

11 (A) NOTHING IN THIS SECTION MAY BE CONSTRUED TO REQUIRE A 12 CONTROLLER TO REVEAL A TRADE SECRET.

13 **(B) A** CONSUMER SHALL HAVE THE RIGHT TO:

14 (1) CONFIRM WHETHER A CONTROLLER IS PROCESSING THE 15 CONSUMER'S PERSONAL DATA, UNLESS THAT CONFIRMATION WOULD REQUIRE THE 16 DISCLOSURE OF A TRADE SECRET;

17 (2) IF A CONTROLLER IS PROCESSING A CONSUMER'S PERSONAL 18 DATA, ACCESS THE CONSUMER'S PERSONAL DATA UNLESS THAT ACCESS WOULD 19 REQUIRE THE DISCLOSURE OF A TRADE SECRET;

20 (3) CONSIDERING THE NATURE OF THE CONSUMER'S PERSONAL
 21 DATA AND THE PURPOSES OF THE PROCESSING OF THE PERSONAL DATA, CORRECT
 22 INACCURACIES IN THE CONSUMER'S PERSONAL DATA;

(4) REQUIRE A CONTROLLER TO DELETE PERSONAL DATA PROVIDED
 BY, OR OBTAINED ABOUT, THE CONSUMER <u>UNLESS RETENTION OF THE PERSONAL</u>
 <u>DATA IS REQUIRED BY LAW;</u>

(5) IF THE PROCESSING OF PERSONAL DATA IS DONE BY AUTOMATIC
MEANS, OBTAIN A COPY OF THE CONSUMER'S PERSONAL DATA PROCESSED BY THE
CONTROLLER IN A PORTABLE AND, TO THE EXTENT TECHNICALLY FEASIBLE,
READILY USABLE FORMAT THAT ALLOWS THE CONSUMER TO EASILY TRANSMIT THE
DATA TO ANOTHER CONTROLLER WITHOUT HINDRANCE;

(6) OBTAIN A LIST OF THE CATEGORIES OF THIRD PARTIES TO WHICH
 THE CONTROLLER HAS DISCLOSED THE CONSUMER'S PERSONAL DATA OR A LIST OF
 THE CATEGORIES OF THIRD PARTIES TO WHICH THE CONTROLLER HAS DISCLOSED

ANY CONSUMER'S PERSONAL DATA IF THE CONTROLLER DOES NOT MAINTAIN THIS 1 $\mathbf{2}$ INFORMATION IN A FORMAT SPECIFIC TO THE CONSUMER; AND 3 (7) **OPT OUT OF THE PROCESSING OF PERSONAL DATA FOR PURPOSES** 4 OF: $\mathbf{5}$ **(I) TARGETED ADVERTISING;** 6 (II) THE SALE OF PERSONAL DATA; OR 7 (III) **PROFILING IN FURTHERANCE OF SOLELY AUTOMATED** DECISIONS THAT PRODUCE LEGAL OR SIMILARLY SIGNIFICANT EFFECTS 8 9 CONCERNING THE CONSUMER. 10 **(C)** (1) A CONTROLLER SHALL ESTABLISH A SECURE AND RELIABLE 11 METHOD FOR A CONSUMER TO EXERCISE A CONSUMER RIGHT UNDER THIS SECTION. 12A CONSUMER MAY EXERCISE A CONSUMER RIGHT UNDER THIS (2) 13SECTION BY THE METHOD ESTABLISHED BY THE CONTROLLER UNDER PARAGRAPH 14 (1) OF THIS SUBSECTION. 15**(D)** (1) A CONSUMER MAY DESIGNATE AN AUTHORIZED AGENT IN 16 ACCORDANCE WITH § 14-4606 OF THIS SUBTITLE TO OPT OUT OF THE PROCESSING OF THE CONSUMER'S PERSONAL DATA UNDER SUBSECTION (B)(7) OF THIS SECTION 1718 ON BEHALF OF A CONSUMER. 19 A PARENT OR LEGAL GUARDIAN OF A CHILD MAY EXERCISE A (2) 20CONSUMER RIGHT LISTED IN SUBSECTION (B) OF THIS SECTION ON THE CHILD'S 21BEHALF REGARDING THE PROCESSING OF PERSONAL DATA. 22(3) A GUARDIAN OR CONSERVATOR OF A CONSUMER SUBJECT TO A 23GUARDIANSHIP, CONSERVATORSHIP, OR OTHER PROTECTIVE ARRANGEMENT MAY 24EXERCISE A CONSUMER RIGHT LISTED IN SUBSECTION (B) OF THIS SECTION ON THE 25CONSUMER'S BEHALF REGARDING THE PROCESSING OF PERSONAL DATA. 26**(E)** (1) EXCEPT AS OTHERWISE PROVIDED IN THIS SUBTITLE, A 27CONTROLLER SHALL COMPLY WITH A REQUEST BY A CONSUMER TO EXERCISE A CONSUMER RIGHT LISTED IN THIS SECTION. 2829A CONTROLLER SHALL RESPOND TO A CONSUMER REQUEST (2) **(I)** 30 NOT LATER THAN 45 DAYS AFTER THE CONTROLLER RECEIVES THE CONSUMER

31

REQUEST.

20HOUSE BILL 567 (II) A CONTROLLER MAY EXTEND THE COMPLETION PERIOD BY 1 $\mathbf{2}$ AN ADDITIONAL 45 DAYS IF: 3 1. IT IS REASONABLY NECESSARY TO COMPLETE THE REQUEST BASED ON THE COMPLEXITY AND NUMBER OF THE CONSUMER'S 4 **REQUESTS; AND** $\mathbf{5}$ 6 2. THE CONTROLLER INFORMS THE CONSUMER OF THE EXTENSION AND THE REASON FOR THE EXTENSION WITHIN THE INITIAL 45-DAY 7 8 **RESPONSE PERIOD.** 9 (III) A CONTROLLER SHALL NOTIFY THE CONSUMER WITHIN 30 DAYS AFTER COMPLYING WITH THE CONSUMER'S REQUEST THAT THE CONTROLLER 10 HAS COMPLIED WITH THE CONSUMER'S REQUEST. 11 12(3) IF A CONTROLLER DECLINES TO ACT REGARDING A CONSUMER'S **REQUEST, THE CONTROLLER SHALL:** 1314INFORM THE CONSUMER WITHOUT UNDUE DELAY, BUT NOT **(I)** LATER THAN 45 DAYS AFTER RECEIVING THE REQUEST, OF THE JUSTIFICATION FOR 15**DECLINING TO ACT; AND** 16 17(II) **PROVIDE INSTRUCTIONS FOR HOW TO APPEAL THE** 18 DECISION. 19 A CONTROLLER SHALL PROVIDE INFORMATION TO A (4) **(I)** CONSUMER IN RESPONSE TO A CONSUMER'S REQUEST TO EXERCISE RIGHTS UNDER 20THIS SUBTITLE FREE OF CHARGE ONCE DURING ANY 12-MONTH PERIOD. 2122(II) IF REQUESTS FROM A CONSUMER ARE MANIFESTLY 23UNFOUNDED, EXCESSIVE, TECHNICALLY INFEASIBLE, OR REPETITIVE, Α **CONTROLLER MAY:** 24

251.CHARGE THE CONSUMER A REASONABLE FEE TO26COVER THE ADMINISTRATIVE COSTS OF COMPLYING WITH THE REQUEST; OR

27 **2. D**ECLINE TO ACT ON THE REQUEST.

(III) THE CONTROLLER HAS THE BURDEN OF DEMONSTRATING
 THE MANIFESTLY UNFOUNDED, EXCESSIVE, TECHNICALLY INFEASIBLE, OR
 REPETITIVE NATURE OF THE REQUEST.

31(5)IF A CONTROLLER IS UNABLE TO AUTHENTICATE A REQUEST TO32EXERCISE A CONSUMER RIGHT AFFORDED UNDER SUBSECTION (B)(1) THROUGH (5)

1 OF THIS SECTION USING COMMERCIALLY REASONABLE EFFORTS, THE 2 CONTROLLER:

3 (I) MAY NOT BE REQUIRED TO COMPLY WITH A REQUEST TO
 4 INITIATE AN ACTION IN ACCORDANCE WITH THIS SECTION; AND

5 (II) SHALL PROVIDE NOTICE TO THE CONSUMER THAT THE 6 CONTROLLER IS UNABLE TO AUTHENTICATE THE REQUEST TO EXERCISE THE RIGHT 7 UNTIL THE CONSUMER PROVIDES ADDITIONAL INFORMATION REASONABLY 8 NECESSARY TO AUTHENTICATE THE CONSUMER AND THE CONSUMER'S REQUEST TO 9 EXERCISE THE CONSUMER'S RIGHTS.

10 (6) A CONTROLLER MAY NOT BE REQUIRED TO AUTHENTICATE AN 11 OPT-OUT REQUEST.

12 (7) A CONTROLLER THAT HAS OBTAINED PERSONAL DATA ABOUT A 13 CONSUMER FROM A SOURCE OTHER THAN THE CONSUMER SHALL BE CONSIDERED 14 COMPLIANT WITH THE CONSUMER'S REQUEST TO DELETE THE CONSUMER'S DATA IN 15 ACCORDANCE WITH SUBSECTION (B)(4) OF THIS SECTION BY RETAINING A RECORD 16 OF THE DELETION REQUEST AND THE MINIMUM DATA NECESSARY FOR THE 17 PURPOSE OF ENSURING THAT THE CONSUMER'S PERSONAL DATA:

- 18(I)REMAINS DELETED FROM THE CONTROLLER'S RECORDS;19AND
- 20
- (II) IS NOT BEING USED FOR ANY OTHER PURPOSE.

(F) (1) A CONTROLLER SHALL ESTABLISH A PROCESS FOR A CONSUMER
 TO APPEAL THE CONTROLLER'S REFUSAL TO ACT ON A CONSUMER RIGHTS REQUEST
 WITHIN A REASONABLE PERIOD AFTER THE CONSUMER RECEIVES THE DECISION.

- 24
- (2) THE APPEAL PROCESS SHALL BE:

- 25
- (I) CONSPICUOUSLY AVAILABLE; AND

26(II)SIMILAR TO THE PROCESS FOR SUBMITTING REQUESTS TO27INITIATE AN ACTION IN ACCORDANCE WITH THIS SECTION.

(3) NOT LATER THAN 60 DAYS AFTER RECEIVING AN APPEAL, A
 CONTROLLER SHALL INFORM THE CONSUMER IN WRITING OF ANY ACTION TAKEN OR
 NOT TAKEN IN RESPONSE TO THE APPEAL, INCLUDING A WRITTEN EXPLANATION OF
 THE REASONS FOR THE DECISIONS.

1 (4) IF A CONTROLLER DENIES AN APPEAL, THE CONTROLLER SHALL 2 PROVIDE THE CONSUMER WITH AN ONLINE MECHANISM, IF AVAILABLE, THROUGH 3 WHICH THE CONSUMER MAY CONTACT THE DIVISION TO SUBMIT A COMPLAINT.

4 **14–4606.**

5 (A) (1) A CONSUMER MAY DESIGNATE AN INDIVIDUAL TO SERVE AS THE 6 CONSUMER'S AUTHORIZED AGENT AND ACT ON THE CONSUMER'S BEHALF TO OPT 7 OUT OF THE PROCESSING OF THE CONSUMER'S PERSONAL DATA FOR ONE OR MORE 8 OF THE PURPOSES SPECIFIED IN § 14–4605(B)(7) OF THIS SUBTITLE.

9 (2) A CONSUMER MAY DESIGNATE AN AUTHORIZED AGENT BY AN 10 INTERNET LINK OR A BROWSER SETTING, BROWSER EXTENSION, GLOBAL DEVICE 11 SETTING, OR OTHER SIMILAR TECHNOLOGY, INDICATING A CONSUMER'S INTENT TO 12 OPT OUT OF THE PROCESSING OF THE CONSUMER'S PERSONAL DATA.

(B) A CONTROLLER SHALL COMPLY WITH AN OPT-OUT REQUEST RECEIVED
 FROM AN AUTHORIZED AGENT IF, USING COMMERCIALLY REASONABLE EFFORTS,
 THE CONTROLLER IS ABLE TO AUTHENTICATE THE:

16 (1) IDENTITY OF THE CONSUMER; AND

17(2)AUTHORIZED AGENT'S AUTHORITY TO ACT ON THE CONSUMER'S18BEHALF.

19 **14–4607.**

20 (A) A CONTROLLER <u>OR PROCESSOR</u> MAY NOT:

21 (1) COLLECT PERSONAL DATA FOR THE SOLE PURPOSE OF CONTENT
 22 PERSONALIZATION OR MARKETING WITHOUT THE CONSENT OF THE CONSUMER
 23 WHOSE PERSONAL DATA IS COLLECTED;

(2) (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 AND
 UNLESS THE CONTROLLER OBTAINS THE CONSUMER'S CONSENT, COLLECT,
 PROCESS, OR SHARE SENSITIVE DATA CONCERNING A CONSUMER;

29 (3) (2) SELL SENSITIVE DATA;

30(4) (3)PROCESS PERSONAL DATA IN VIOLATION OF STATE OR31FEDERAL LAWS THAT PROHIBIT UNLAWFUL DISCRIMINATION;

1 (5) (4) PROCESS THE PERSONAL DATA OF A CONSUMER FOR THE 2 PURPOSES OF TARGETED ADVERTISING IF THE CONTROLLER KNEW OR SHOULD 3 HAVE KNOWN THAT THE CONSUMER IS AT LEAST 13 YEARS OLD AND UNDER THE AGE 4 OF 18 YEARS;

5 (6) (5) SELL THE PERSONAL DATA OF A CONSUMER WITHOUT THE
 6 CONSUMER'S CONSENT IF THE CONTROLLER KNEW OR SHOULD HAVE KNOWN THAT
 7 THE CONSUMER IS AT LEAST 13 YEARS OLD AND UNDER THE AGE OF 18 YEARS;

8 (7) (6) DISCRIMINATE AGAINST A CONSUMER FOR EXERCISING A 9 CONSUMER RIGHT CONTAINED IN THIS SUBTITLE, INCLUDING DENYING GOODS OR 10 SERVICES, CHARGING DIFFERENT PRICES OR RATES FOR GOODS OR SERVICES, OR 11 PROVIDING A DIFFERENT LEVEL OF QUALITY OF GOODS OR SERVICES TO THE 12 CONSUMER;

(8) (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:

19 (I) THE CONTROLLER'S SELF-TESTING TO PREVENT OR 20 MITIGATE UNLAWFUL DISCRIMINATION;

21 (II) THE CONTROLLER'S DIVERSIFYING OF AN APPLICANT, 22 PARTICIPANT, OR CUSTOMER POOL; OR

23 (III) A PRIVATE CLUB OR GROUP NOT OPEN TO THE PUBLIC, AS 24 DESCRIBED IN § 201(E) OF THE CIVIL RIGHTS ACT OF 1964; OR

(9) (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.

29

(B)

(1) A CONTROLLER <u>OR PROCESSOR</u> SHALL:

30 (I) LIMIT THE COLLECTION OF PERSONAL DATA TO WHAT IS
 31 REASONABLY NECESSARY AND PROPORTIONATE TO PROVIDE OR MAINTAIN A
 32 SPECIFIC PRODUCT OR SERVICE REQUESTED BY THE CONSUMER TO WHOM THE
 33 DATA PERTAINS;

1 (II) ESTABLISH, IMPLEMENT, AND MAINTAIN REASONABLE 2 ADMINISTRATIVE, TECHNICAL, AND PHYSICAL DATA SECURITY PRACTICES TO 3 PROTECT THE CONFIDENTIALITY, INTEGRITY, AND ACCESSIBILITY OF PERSONAL 4 DATA APPROPRIATE TO THE VOLUME AND NATURE OF THE PERSONAL DATA AT 5 ISSUE; AND

6 (III) PROVIDE AN EFFECTIVE MECHANISM FOR A CONSUMER TO 7 REVOKE THE CONSUMER'S CONSENT UNDER THIS SECTION THAT IS AT LEAST AS 8 EASY AS THE MECHANISM BY WHICH THE CONSUMER PROVIDED THE CONSUMER'S 9 CONSENT.

10 (2) IF A CONSUMER REVOKES CONSENT UNDER THIS SECTION, THE 11 CONTROLLER SHALL STOP PROCESSING THE CONSUMER'S PERSONAL DATA AS SOON 12 AS PRACTICABLE, BUT NOT LATER THAN 15 <u>30</u> DAYS AFTER RECEIVING THE 13 REQUEST.

14 (C) NOTHING IN SUBSECTION (A) OR (B) OF THIS SECTION MAY BE 15 CONSTRUED TO:

16 (1) REQUIRE A CONTROLLER TO PROVIDE A PRODUCT OR SERVICE 17 THAT REQUIRES THE PERSONAL DATA OF A CONSUMER THAT THE CONTROLLER 18 DOES NOT COLLECT OR MAINTAIN; OR

19 (2) PROHIBIT A CONTROLLER FROM OFFERING A DIFFERENT PRICE, 20 RATE, LEVEL, QUALITY, OR SELECTION OF GOODS OR SERVICES TO A CONSUMER, 21 INCLUDING OFFERING GOODS OR SERVICES FOR NO FEE, IF THE OFFERING IS IN 22 CONNECTION WITH A CONSUMER'S VOLUNTARY PARTICIPATION IN A BONA FIDE 23 LOYALTY, REWARDS, PREMIUM FEATURES, DISCOUNTS, OR CLUB CARD PROGRAM 24 THAT DOES NOT:

25	<u>(I)</u>			TRANSFER		TO	A
26	THIRD PARTY AS PART	OF THE PRO	GRAM UN	HESS:			

27 <u>1.</u> <u>THE TRANSFER IS FUNCTIONALLY NECESSARY TO</u>
 28 <u>ENABLE THE THIRD PARTY TO PROVIDE A BENEFIT TO WHICH THE CONSUMER IS</u>
 29 <u>ENTITLED;</u>

 30
 2.
 The transfer of personal data to the third

 31
 PARTY IS CLEARLY DISCLOSED IN THE TERMS OF THE PROGRAM; AND

32 <u>32</u> <u>THE THIRD PARTY USES THE PERSONAL DATA ONLY</u>
 33 <u>FOR PURPOSES OF FACILITATING A BENEFIT TO WHICH THE CONSUMER IS ENTITLED</u>
 34 <u>AND DOES NOT PROCESS OR TRANSFER THE PERSONAL DATA FOR ANY OTHER</u>
 35 PURPOSE: OR

 1
 <u>Use financial incentive practices that are unjust,</u>

 2
 <u>UNREASONABLE, COERCIVE, OR USURIOUS IN NATURE.</u>

3 (3) <u>A SALE OF PERSONAL DATA MAY NOT BE CONSIDERED</u>
 4 <u>FUNCTIONALLY NECESSARY TO PROVIDE A PROGRAM THAT MEETS THE</u>
 5 <u>DESCRIPTION UNDER PARAGRAPH (2)(I) OF THIS SUBSECTION, PROVIDED THAT THE</u>
 6 <u>SELLING OF PERSONAL DATA IS NOT A CONDITION OF PARTICIPATION IN THE</u>
 7 <u>PROGRAM.</u>

8 (D) A CONTROLLER SHALL PROVIDE A CONSUMER WITH A REASONABLY 9 ACCESSIBLE, CLEAR, AND MEANINGFUL PRIVACY NOTICE THAT INCLUDES:

10 (1) THE CATEGORIES OF PERSONAL DATA PROCESSED BY THE 11 CONTROLLER, INCLUDING SENSITIVE DATA;

12

(2) THE CONTROLLER'S PURPOSE FOR PROCESSING PERSONAL DATA;

(3) How a consumer may exercise the consumer's rights
14 UNDER THIS SUBTITLE, INCLUDING HOW A CONSUMER MAY APPEAL A
15 CONTROLLER'S DECISION REGARDING THE CONSUMER'S REQUEST OR MAY REVOKE
16 CONSENT;

17 (4) THE CATEGORIES OF THIRD PARTIES WITH WHICH THE 18 CONTROLLER SHARES PERSONAL DATA WITH A LEVEL OF DETAIL THAT ENABLES A 19 CONSUMER TO UNDERSTAND WHAT TYPE OF ENTITY EACH THIRD PARTY IS AND, TO 20 THE EXTENT POSSIBLE, HOW EACH THIRD PARTY MAY PROCESS THE PERSONAL 21 DATA <u>THE TYPE OF, BUSINESS MODEL *OF*, OR PROCESSING CONDUCTED BY THE 22 <u>EACH THIRD PARTY</u>;</u>

23(5)THE CATEGORIES OF PERSONAL DATA, INCLUDING SENSITIVE24DATA, THAT THE CONTROLLER SHARES WITH THIRD PARTIES; AND

25(6) AN ACTIVE E-MAIL ADDRESS OR OTHER ONLINE MECHANISM26THAT A CONSUMER MAY USE TO CONTACT THE CONTROLLER.

27IF A CONTROLLER SELLS PERSONAL DATA TO THIRD PARTIES OR **(E)** (1) 28PROCESSES PERSONAL DATA FOR TARGETED ADVERTISING OR FOR THE PURPOSES 29OF PROFILING THE CONSUMER IN FURTHERANCE OF DECISIONS THAT PRODUCE 30 LEGAL OR SIMILARLY SIGNIFICANT EFFECTS, THE CONTROLLER SHALL CLEARLY AND CONSPICUOUSLY DISCLOSE THE SALE OR PROCESSING, AS WELL AS THE 31 MANNER IN WHICH A CONSUMER MAY EXERCISE THE RIGHT TO OPT OUT OF THE 3233 SALE OR PROCESSING.

1	(2) The disclosure required under paragraph (1) of this
2	SUBSECTION SHALL BE PROMINENTLY DISPLAYED, AND USE CLEAR, EASY TO
3	UNDERSTAND, AND UNAMBIGUOUS LANGUAGE, TO STATE WHETHER THE
4	CONSUMER'S PERSONAL DATA WILL BE SOLD OR SHARED WITH A THIRD PARTY.
5	(F) (1) THE PRIVACY NOTICE UNDER SUBSECTION (D) OF THIS SECTION
6	SHALL ESTABLISH ONE OR MORE SECURE AND RELIABLE METHODS FOR A
7	CONSUMER TO SUBMIT A REQUEST TO EXERCISE A CONSUMER RIGHT IN
8	ACCORDANCE WITH THIS SUBTITLE THAT TAKE INTO ACCOUNT:
0	
9	(I) THE WAYS IN WHICH CONSUMERS NORMALLY INTERACT
10	WITH THE CONTROLLER;
11	(II) THE NEED FOR SECURE AND RELIABLE COMMUNICATION
12	OF CONSUMER REQUESTS; AND
14	
13	(III) THE ABILITY OF THE CONTROLLER TO VERIFY THE
14	IDENTITY OF A CONSUMER MAKING THE REQUEST.
	·
15	(2) (I) A CONTROLLER MAY NOT REQUIRE A CONSUMER TO
16	CREATE A NEW ACCOUNT IN ORDER TO EXERCISE A CONSUMER RIGHT.
17	(II) A CONTROLLER MAY REQUIRE A CONSUMER TO USE AN
18	EXISTING ACCOUNT TO EXERCISE A CONSUMER RIGHT.
19	(3) A CONTROLLER MAY UTILIZE THE FOLLOWING METHODS TO
20	SATISFY PARAGRAPH (1) OF THIS SUBSECTION:
01	
21	(I) PROVIDING A CLEAR AND CONSPICUOUS LINK ON THE CONTROLLER'S WEBSITE TO A WEBPAGE THAT ALLOWS A CONSUMER, OR AN
22 92	
23	AUTHORIZED AGENT OF THE CONSUMER, TO OPT OUT OF THE TARGETED
24	ADVERTISING OR THE SALE OF THE CONSUMER'S PERSONAL DATA; OR
25	(II) ON OR BEFORE OCTOBER 1, 2025, ALLOWING A CONSUMER
$\frac{20}{26}$	TO OPT OUT OF ANY PROCESSING OF THE CONSUMER'S PERSONAL DATA FOR THE
$\frac{20}{27}$	PURPOSES OF TARGETED ADVERTISING, OR ANY SALE OF PERSONAL DATA,
21 28	THROUGH AN OPT-OUT PREFERENCE SIGNAL SENT, WITH THE CONSUMER'S
$\frac{20}{29}$	CONSENT, BY A PLATFORM, TECHNOLOGY, OR MECHANISM TO THE CONTROLLER
$\frac{29}{30}$	INDICATING THE CONSUMER'S INTENT TO OPT OUT OF THE PROCESSING OR SALE.
00	individual de consolien sintent to of toot of the thoussing on sale.
31	(4) A PLATFORM, TECHNOLOGY, OR MECHANISM USED IN
32	ACCORDANCE WITH PARAGRAPH (3) OF THIS SUBSECTION SHALL:

BE CONSUMER-FRIENDLY AND EASY TO USE BY THE 1 **(I)** $\mathbf{2}$ **AVERAGE CONSUMER;** 3 **(II)** USE CLEAR, EASY TO UNDERSTAND, AND UNAMBIGUOUS 4 LANGUAGE; $\mathbf{5}$ (III) BE AS CONSISTENT AS POSSIBLE WITH ANY OTHER SIMILAR PLATFORM, TECHNOLOGY, OR MECHANISM REQUIRED BY ANY FEDERAL OR STATE 6 LAW OR REGULATION: 7 8 (IV) ENABLE THE CONTROLLER TO REASONABLY DETERMINE 9 WHETHER THE CONSUMER: 10 1. IS A RESIDENT OF THE STATE; AND 11 2. HAS MADE A LEGITIMATE REQUEST TO OPT OUT OF ANY SALE OF THE CONSUMER'S PERSONAL DATA OR TARGETED ADVERTISING; AND 1213**REQUIRE A CONSUMER TO MAKE AN AFFIRMATIVE,** (V) 14UNAMBIGUOUS, AND VOLUNTARY CHOICE IN ORDER TO OPT OUT OF ANY PROCESSING OF THE CONSUMER'S PERSONAL DATA. 1516 A PLATFORM, TECHNOLOGY, OR MECHANISM (5) USED IN ACCORDANCE WITH PARAGRAPH (3) OF THIS SUBSECTION MAY NOT: 1718 **(I) UNFAIRLY DISADVANTAGE ANOTHER CONTROLLER; OR** 19**(II)** USE A DEFAULT SETTING TO OPT A CONSUMER OUT OF ANY PROCESSING OF THE CONSUMER'S PERSONAL DATA. 2021(G) (1) IF A CONSUMER'S DECISION TO OPT OUT OF THE PROCESSING OF 22THE CONSUMER'S PERSONAL DATA FOR THE PURPOSES OF TARGETED 23ADVERTISING, OR THE SALE OF PERSONAL DATA THROUGH AN OPT-OUT 24PREFERENCE SIGNAL SENT IN ACCORDANCE WITH SUBSECTION (F)(3) OF THIS SECTION CONFLICTS WITH THE CONSUMER'S EXISTING CONTROLLER-SPECIFIC 25PRIVACY SETTING OR THE CONSUMER'S VOLUNTARY PARTICIPATION IN A 26CONTROLLER'S BONA FIDE LOYALTY, REWARDS, PREMIUM FEATURES, DISCOUNTS, 27OR CLUB CARD PROGRAM, THE CONTROLLER MAY NOTIFY THE CONSUMER OF A 2829CONFLICT AND PROVIDE THE CHOICE TO CONFIRM CONTROLLER-SPECIFIC 30 PRIVACY SETTINGS OR PARTICIPATION IN A PROGRAM LISTED IN THIS PARAGRAPH. 31(2) A CONTROLLER THAT RECOGNIZES SIGNALS APPROVED BY

OTHER STATES SHALL BE CONSIDERED IN COMPLIANCE WITH THIS SECTION.

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1 **14–4608.**

2 (A) (1) IF A CONTROLLER USES A PROCESSOR TO PROCESS THE 3 PERSONAL DATA OF CONSUMERS, THE CONTROLLER AND THE PROCESSOR SHALL 4 ENTER INTO A CONTRACT THAT GOVERNS THE PROCESSOR'S DATA PROCESSING 5 PROCEDURES WITH RESPECT TO PROCESSING PERFORMED ON BEHALF OF THE 6 CONTROLLER.

- 7 (2) THE CONTRACT SHALL BE BINDING AND CLEARLY SET FORTH 8 INSTRUCTIONS FOR:
- 9 (I) **PROCESSING** INSTRUCTIONS FOR PROCESSING DATA;
 - 10 (II) THE NATURE AND PURPOSE OF PROCESSING;
 - 11 (III) THE TYPE OF DATA SUBJECT TO PROCESSING;
 - 12 (IV) THE DURATION OF PROCESSING; AND
 - 13 (V) THE RIGHTS AND OBLIGATIONS OF BOTH PARTIES.
 - 14 (3) THE CONTRACT SHALL REQUIRE THAT THE PROCESSOR:
 - 15 (I) ENSURE THAT EACH PERSON PROCESSING PERSONAL DATA
 16 IS SUBJECT TO A DUTY OF CONFIDENTIALITY WITH RESPECT TO THE PERSONAL
 17 DATA;

18 (II) ESTABLISH, IMPLEMENT, AND MAINTAIN REASONABLE 19 ADMINISTRATIVE, TECHNICAL, AND PHYSICAL DATA SECURITY PRACTICES TO 20 PROTECT THE CONFIDENTIALITY, INTEGRITY, AND ACCESSIBILITY OF PERSONAL 21 DATA, CONSIDERING THE VOLUME AND NATURE OF THE PERSONAL DATA;

(III) STOP PROCESSING DATA ON REQUEST BY THE CONTROLLER
 MADE IN ACCORDANCE WITH A CONSUMER'S AUTHENTICATED REQUEST;

(IV) AT THE CONTROLLER'S DIRECTION, DELETE OR RETURN
ALL PERSONAL DATA TO THE CONTROLLER AS REQUESTED AT THE END OF THE
PROVISION OF SERVICE, UNLESS RETENTION OF THE PERSONAL DATA IS REQUIRED
BY LAW;

(V) ON THE REASONABLE REQUEST OF THE CONTROLLER,
 MAKE AVAILABLE TO THE CONTROLLER ALL INFORMATION IN THE PROCESSOR'S
 POSSESSION NECESSARY TO DEMONSTRATE THE PROCESSOR'S COMPLIANCE WITH
 THE OBLIGATIONS IN THIS SUBTITLE;

1 (VI) AFTER PROVIDING THE CONTROLLER AN OPPORTUNITY TO 2 OBJECT, ENGAGE A SUBCONTRACTOR TO ASSIST WITH PROCESSING PERSONAL DATA 3 ON THE CONTROLLER'S BEHALF ONLY IN ACCORDANCE WITH A WRITTEN CONTRACT 4 THAT REQUIRES THE SUBCONTRACTOR TO MEET THE PROCESSOR'S OBLIGATIONS 5 REGARDING THE PERSONAL DATA UNDER THE PROCESSOR'S CONTRACT WITH THE 6 CONTROLLER; AND

7 (VII) ALLOW AND COOPERATE WITH REASONABLE ASSESSMENTS 8 BY THE CONTROLLER, THE CONTROLLER'S DESIGNATED ASSESSOR, OR A QUALIFIED 9 AND INDEPENDENT ASSESSOR ARRANGED FOR BY THE PROCESSOR TO ASSESS THE 10 PROCESSOR'S POLICIES AND TECHNICAL AND ORGANIZATIONAL MEASURES IN 11 SUPPORT OF THE OBLIGATIONS UNDER THIS SUBTITLE.

12 (4) (I) ON REQUEST, THE PROCESSOR SHALL PROVIDE A REPORT 13 OF AN ASSESSMENT REQUIRED BY PARAGRAPH (3)(V) OF THIS SUBSECTION TO THE 14 CONTROLLER.

15 (II) AN ASSESSMENT CONDUCTED IN ACCORDANCE WITH 16 PARAGRAPH (3)(V) OF THIS SUBSECTION SHALL BE CONDUCTED USING AN 17 APPROPRIATE AND ACCEPTED CONTROL STANDARD OR FRAMEWORK AND 18 ASSESSMENT PROCEDURE FOR THE ASSESSMENTS.

19(B)(1)IFACONTROLLERUSESAPROCESSORTOPROCESSTHE20PERSONALDATAOFCONSUMERS,THECONTROLLERSHALLPROVIDETHE21PROCESSOR WITH INSTRUCTIONS ON HOW TO PROCESS PERSONAL DATA.

22 (2) A PROCESSOR SHALL:

 23
 (+) (1)
 ADHERE TO THE CONTRACT AND INSTRUCTIONS OF A

 24
 CONTROLLER;

25 (H) (2) ASSIST THE CONTROLLER IN MEETING THE 26 CONTROLLER'S OBLIGATIONS UNDER THIS SUBTITLE, INCLUDING, CONSIDERING 27 THE NATURE OF PROCESSING AND THE INFORMATION AVAILABLE TO THE 28 PROCESSOR:

29 1. (I) BY APPROPRIATE TECHNICAL AND ORGANIZATIONAL
 30 MEASURES AS MUCH AS REASONABLY PRACTICABLE TO FULFILL THE
 31 CONTROLLER'S OBLIGATION TO RESPOND TO CONSUMER RIGHTS REQUESTS,
 32 <u>CONSIDERING THE NATURE OF PROCESSING AND THE INFORMATION AVAILABLE TO</u>
 33 <u>THE PROCESSOR; AND</u>

1 ₽ (II) BY ASSISTING THE CONTROLLER IN MEETING THE $\mathbf{2}$ CONTROLLER'S OBLIGATIONS IN RELATION TO THE SECURITY OF PROCESSING THE 3 PERSONAL DATA AND IN RELATION TO THE NOTIFICATION OF A BREACH OF THE SECURITY OF A SYSTEM, AS DEFINED IN § 14–3504 OF THIS TITLE; AND 4 $\mathbf{5}$ **PROVIDE NECESSARY INFORMATION TO ENABLE THE** (III) (3) 6 CONTROLLER TO CONDUCT AND DOCUMENT DATA PROTECTION ASSESSMENTS. 7 **(C)** NOTHING IN THIS SECTION MAY BE CONSTRUED TO RELIEVE A CONTROLLER OR A PROCESSOR FROM THE LIABILITIES IMPOSED ON THE 8 9 CONTROLLER OR PROCESSOR BY VIRTUE OF THE CONTROLLER'S OR PROCESSOR'S ROLE IN THE PROCESSING RELATIONSHIP IN ACCORDANCE WITH THIS SECTION. 10 11 **(D)** (1) THE DETERMINATION OF WHETHER A PERSON IS ACTING AS A 12 CONTROLLER OR A PROCESSOR WITH RESPECT TO A SPECIFIC PROCESSING OF DATA 13IS A FACT-BASED DETERMINATION THAT DEPENDS ON THE CONTEXT IN WHICH 14PERSONAL DATA IS BEING PROCESSED. (2) 15A PERSON IS CONSIDERED TO BE A CONTROLLER IF THE PERSON: 16 **(I)** IS NOT LIMITED IN THE PERSON'S PROCESSING OF SPECIFIC 17PERSONAL DATA IN ACCORDANCE WITH A CONTROLLER'S INSTRUCTIONS; OR FAILS TO ADHERE TO A CONTROLLER'S INSTRUCTIONS 18 **(II)** 19 WITH RESPECT TO A SPECIFIC PROCESSING OF PERSONAL DATA. 20(3) A PROCESSOR THAT CONTINUES TO ADHERE TO A CONTROLLER'S 21INSTRUCTIONS WITH RESPECT TO A SPECIFIC PROCESSING OF PERSONAL DATA 22**REMAINS A PROCESSOR.** 23(4) IF A PROCESSOR OR THIRD PARTY BEGINS, ALONE OR JOINTLY WITH OTHERS, DETERMINING THE PURPOSES AND MEANS OF THE PROCESSING OF 2425PERSONAL DATA, THE PROCESSOR: 26 **(I)** IS A CONTROLLER WITH RESPECT TO THE PROCESSING; AND 27**(II)** MAY BE SUBJECT TO AN ENFORCEMENT ACTION UNDER

28 THIS SUBTITLE.

29 (E) NOTHING IN THIS SECTION MAY BE CONSTRUED TO ALTER A 30 CONTROLLER'S OBLIGATION TO LIMIT A PERSON'S PROCESSING OF PERSONAL DATA 31 OR TO TAKE STEPS TO ENSURE THAT A PROCESSOR ADHERES TO THE CONTROLLER'S 32 INSTRUCTIONS. 1 **14–4609.**

2 (A) IF A THIRD PARTY USES OR SHARES A CONSUMER'S INFORMATION IN A 3 MANNER INCONSISTENT WITH PROMISES MADE TO THE CONSUMER AT THE TIME OF 4 COLLECTION OF THE INFORMATION, THE THIRD PARTY SHALL PROVIDE AN 5 AFFECTED CONSUMER WITH NOTICE OF THE NEW OR CHANGED PRACTICE BEFORE 6 IMPLEMENTING THE NEW OR CHANGED PRACTICE.

(B) THE NOTICE PROVIDED UNDER SUBSECTION (A) OF THIS SECTION
8 SHALL BE PROVIDED IN A MANNER AND AT A TIME REASONABLY CALCULATED TO
9 ALLOW A CONSUMER TO EXERCISE THE RIGHTS PROVIDED UNDER THIS SUBTITLE.

10 **14–4610.**

11 (A) IN THIS SECTION, "PROCESSING ACTIVITIES THAT PRESENT A 12 HEIGHTENED RISK OF HARM TO A CONSUMER" MEANS:

13(1) THE PROCESSING OF PERSONAL DATA FOR THE PURPOSES OF14TARGETED ADVERTISING;

15 (2) THE SALE OF PERSONAL DATA;

16 (3) THE PROCESSING OF SENSITIVE DATA; AND

17 (4) THE PROCESSING OF PERSONAL DATA FOR THE PURPOSES OF 18 PROFILING, IN WHICH THE PROFILING PRESENTS A REASONABLY FORESEEABLE 19 RISK OF:

20 (I) UNFAIR, ABUSIVE, OR DECEPTIVE TREATMENT OF A 21 CONSUMER;

22 (II) HAVING AN UNLAWFUL DISPARATE IMPACT ON A 23 CONSUMER;

24 (III) FINANCIAL, PHYSICAL, OR REPUTATIONAL INJURY TO A 25 CONSUMER;

(IV) A PHYSICAL OR OTHER INTRUSION ON THE SOLITUDE OR
 SECLUSION OR THE PRIVATE AFFAIRS OR CONCERNS OF A CONSUMER IN WHICH THE
 INTRUSION WOULD BE OFFENSIVE TO A REASONABLE PERSON; OR

29 (V) OTHER SUBSTANTIAL INJURY TO A CONSUMER.

1 A CONTROLLER SHALL CONDUCT AND DOCUMENT, ON A REGULAR **(B)** $\mathbf{2}$ BASIS, A DATA PROTECTION ASSESSMENT FOR EACH OF THE CONTROLLER'S 3 PROCESSING ACTIVITIES THAT PRESENT A HEIGHTENED RISK OF HARM TO A 4 CONSUMER, INCLUDING AN ASSESSMENT FOR EACH ALGORITHM THAT IS USED. $\mathbf{5}$ **(**C**)** (1) A DATA PROTECTION ASSESSMENT CONDUCTED IN ACCORDANCE 6 WITH THIS SECTION SHALL IDENTIFY AND WEIGH THE BENEFITS THAT MAY FLOW 7 DIRECTLY AND INDIRECTLY FROM THE PROCESSING TO THE CONTROLLER, THE CONSUMER, OTHER INTERESTED PARTIES, AND THE PUBLIC AGAINST: 8 9 THE POTENTIAL RISKS TO THE RIGHTS OF THE CONSUMER **(I)** ASSOCIATED WITH THE PROCESSING AS MITIGATED BY SAFEGUARDS THAT MAY BE 10 11 **EMPLOYED BY THE CONTROLLER TO REDUCE THESE RISKS; AND** 12 THE NECESSITY AND PROPORTIONALITY OF PROCESSING IN **(II)** 13**RELATION TO THE STATED PURPOSE OF THE PROCESSING.** 14THE CONTROLLER SHALL FACTOR INTO A DATA PROTECTION (2) 15**ASSESSMENT:** 16 **(I)** THE USE OF DE-IDENTIFIED DATA; 17**(II)** THE REASONABLE EXPECTATIONS OF CONSUMERS; 18 (III) THE CONTEXT OF THE PROCESSING; AND 19 (IV) THE RELATIONSHIP BETWEEN THE CONTROLLER AND THE CONSUMER WHOSE PERSONAL DATA WILL BE PROCESSED. 20THE DIVISION MAY REQUIRE THAT A CONTROLLER MAKE 21**(D)** (1) AVAILABLE TO THE DIVISION A DATA PROTECTION ASSESSMENT THAT IS RELEVANT 2223 TO AN INVESTIGATION CONDUCTED BY THE DIVISION. 24(2) **(I)** THE DIVISION MAY EVALUATE A DATA PROTECTION 25ASSESSMENT FOR COMPLIANCE WITH THE RESPONSIBILITIES ESTABLISHED IN THIS 26SUBTITLE. 27A CONTROLLER'S DATA PROTECTION ASSESSMENT MAY BE (II) USED IN AN ACTION TO ENFORCE THIS SUBTITLE. 2829(3) A DATA PROTECTION ASSESSMENT IS CONFIDENTIAL AND IS EXEMPT FROM DISCLOSURE UNDER THE FEDERAL FREEDOM OF INFORMATION ACT 30

31 OR THE PUBLIC INFORMATION ACT.

1 (E) A SINGLE DATA PROTECTION ASSESSMENT MAY ADDRESS A 2 COMPARABLE SET OF PROCESSING OPERATIONS THAT INCLUDE SIMILAR 3 ACTIVITIES.

4 (F) IF A CONTROLLER CONDUCTS A DATA PROTECTION ASSESSMENT FOR 5 THE PURPOSE OF COMPLYING WITH ANOTHER APPLICABLE LAW OR REGULATION, 6 THE DATA PROTECTION ASSESSMENT SHALL BE CONSIDERED TO SATISFY THE 7 REQUIREMENTS ESTABLISHED IN THIS SECTION IF THE DATA PROTECTION 8 ASSESSMENT IS REASONABLY SIMILAR IN SCOPE AND EFFECT TO THE DATA 9 PROTECTION ASSESSMENT THAT WOULD OTHERWISE BE CONDUCTED IN 10 ACCORDANCE WITH THIS SECTION.

11 (G) TO THE EXTENT THAT ANY INFORMATION CONTAINED IN A DATA 12 PROTECTION ASSESSMENT DISCLOSED TO THE DIVISION INCLUDES INFORMATION 13 SUBJECT TO ATTORNEY-CLIENT PRIVILEGE OR WORK PRODUCT PROTECTION, THE 14 DISCLOSURE MAY NOT CONSTITUTE A WAIVER OF THAT PRIVILEGE OR PROTECTION.

15 (H) <u>A DATA PROTECTION ASSESSMENT CONDUCTED UNDER THIS SECTION:</u>

16(1)SHALL APPLY TO PROCESSING ACTIVITIES THAT OCCUR ON OR17AFTER OCTOBER 1, 2025; AND

18(2)Is not required for processing activities that occur19BEFORE OCTOBER 1, 2025.

20 **14–4611.**

21 (A) NOTHING IN THIS SUBTITLE MAY BE CONSTRUED TO REQUIRE A 22 CONTROLLER OR A PROCESSOR TO:

23

(1) **R**E-IDENTIFY DE-IDENTIFIED DATA;

24

(2) MAINTAIN DATA IN AN IDENTIFIABLE FORM; OR

25 (3) COLLECT, OBTAIN, RETAIN, OR ACCESS ANY DATA OR 26 TECHNOLOGY IN ORDER TO BE CAPABLE OF ASSOCIATING AN AUTHENTICATED 27 CONSUMER REQUEST WITH PERSONAL DATA.

28 **(B)** NOTHING IN THIS SUBTITLE MAY BE CONSTRUED TO REQUIRE A 29 CONTROLLER OR PROCESSOR TO COMPLY WITH AN AUTHENTICATED CONSUMER 30 RIGHTS REQUEST IF THE CONTROLLER: 1 (1) IS NOT REASONABLY CAPABLE OF ASSOCIATING THE REQUEST 2 WITH THE PERSONAL DATA OR IT WOULD BE UNREASONABLY BURDENSOME FOR THE 3 CONTROLLER TO ASSOCIATE THE REQUEST WITH THE PERSONAL DATA;

4 (2) DOES NOT USE THE PERSONAL DATA TO RECOGNIZE OR RESPOND 5 TO THE SPECIFIC CONSUMER WHO IS THE SUBJECT OF THE PERSONAL DATA OR 6 ASSOCIATE THE PERSONAL DATA WITH OTHER PERSONAL DATA ABOUT THE SAME 7 SPECIFIC CONSUMER; AND

8 (3) DOES NOT SELL THE PERSONAL DATA TO A THIRD PARTY OR 9 OTHERWISE VOLUNTARILY DISCLOSE THE PERSONAL DATA TO A THIRD PARTY 10 OTHER THAN A PROCESSOR, EXCEPT AS OTHERWISE ALLOWED IN THIS SUBTITLE.

11 (C) (1) A CONTROLLER THAT DISCLOSES DE–IDENTIFIED DATA SHALL:

12(I) EXERCISE REASONABLE OVERSIGHT TO MONITOR13COMPLIANCE WITH ANY CONTRACTUAL COMMITMENTS TO WHICH THE14DE-IDENTIFIED DATA IS SUBJECT; AND

15(II)TAKE APPROPRIATE STEPS TO ADDRESS ANY BREACHES OF16ANY CONTRACTUAL COMMITMENTS.

17 (2) THE DETERMINATION OF WHETHER OVERSIGHT IS REASONABLE 18 AND WHETHER APPROPRIATE STEPS WERE TAKEN IN ACCORDANCE WITH 19 PARAGRAPH (1) OF THIS SUBSECTION SHALL TAKE INTO ACCOUNT WHETHER THE 20 DISCLOSED DATA INCLUDES DATA THAT WOULD BE CONSIDERED SENSITIVE DATA IF 21 THE DATA WERE RE–IDENTIFIED.

22 **14–4612.**

23 (A) NOTHING IN THIS SUBTITLE MAY BE CONSTRUED TO RESTRICT A 24 CONTROLLER'S OR PROCESSOR'S ABILITY TO:

25 (1) COMPLY WITH FEDERAL, STATE, OR LOCAL LAWS OR 26 REGULATIONS;

(2) COMPLY WITH A CIVIL, CRIMINAL, OR REGULATORY INQUIRY,
 INVESTIGATION, SUBPOENA, OR SUMMONS BY A FEDERAL, STATE, LOCAL, OR OTHER
 GOVERNMENTAL AUTHORITY;

30 (3) COOPERATE WITH LAW ENFORCEMENT AGENCIES CONCERNING
 31 CONDUCT OR ACTIVITY THAT THE CONTROLLER OR PROCESSOR REASONABLY AND
 32 IN GOOD FAITH BELIEVES MAY VIOLATE FEDERAL, STATE, OR LOCAL LAWS OR
 33 REGULATIONS;

1 (4) INVESTIGATE, ESTABLISH, EXERCISE, PREPARE FOR, OR DEFEND 2 A LEGAL CLAIM;

3 (5) PROVIDE A PRODUCT OR SERVICE SPECIFICALLY REQUESTED BY
 4 A CONSUMER;

5 (6) PERFORM UNDER A CONTRACT TO WHICH A CONSUMER IS A 6 PARTY, INCLUDING FULFILLING THE TERMS OF A WRITTEN WARRANTY;

7 (7) TAKE STEPS AT THE REQUEST OF A CONSUMER BEFORE 8 ENTERING INTO A CONTRACT;

9 (8) TAKE IMMEDIATE STEPS TO PROTECT AN INTEREST THAT IS 10 ESSENTIAL FOR THE LIFE OR PHYSICAL SAFETY OF A CONSUMER OR ANOTHER 11 INDIVIDUAL AND WHEN THE PROCESSING CANNOT BE MANIFESTLY BASED ON 12 ANOTHER LEGAL BASIS;

13 (9) PREVENT, DETECT, PROTECT AGAINST, INVESTIGATE, 14 PROSECUTE THOSE RESPONSIBLE, OR OTHERWISE RESPOND TO A SECURITY 15 INCIDENT, IDENTITY THEFT, FRAUD, HARASSMENT, MALICIOUS OR DECEPTIVE 16 ACTIVITY, OR ANY OTHER TYPE OF ILLEGAL ACTIVITY;

17

(10) PRESERVE THE INTEGRITY OR SECURITY OF SYSTEMS; OR

18 (11) ASSIST ANOTHER CONTROLLER, PROCESSOR, OR THIRD PARTY
 19 WITH AN OBLIGATION UNDER THIS SUBTITLE.

20 (B) (1) THIS SUBSECTION DOES NOT APPLY TO AN OBLIGATION 21 REQUIRED UNDER § 14–4611 OF THIS SUBTITLE.

(2) AN OBLIGATION IMPOSED ON A CONTROLLER OR PROCESSOR
 UNDER THIS SUBTITLE MAY NOT RESTRICT A CONTROLLER'S OR PROCESSOR'S
 ABILITY TO COLLECT, USE, OR RETAIN PERSONAL DATA FOR INTERNAL USE TO:

- 25
- (I) **EFFECTUATE A PRODUCT RECALL;**

26 (II) IDENTIFY AND REPAIR TECHNICAL ERRORS THAT IMPAIR 27 EXISTING OR INTENDED FUNCTIONALITY; OR

28

(III) **PERFORM INTERNAL OPERATIONS THAT ARE:**

11.REASONABLY ALIGNED WITH THE EXPECTATIONS OF2THE CONSUMER OR CAN BE REASONABLY ANTICIPATED BASED ON THE CONSUMER'S3EXISTING RELATIONSHIP WITH THE CONTROLLER; OR

42.OTHERWISE COMPATIBLE WITH PROCESSING DATA IN5FURTHERANCE OF:

6 A. THE PROVISION OF A PRODUCT OR SERVICE 7 SPECIFICALLY REQUESTED BY A CONSUMER; OR

8 **B.** THE PERFORMANCE OF A CONTRACT TO WHICH THE 9 CONSUMER IS A PARTY.

10 (C) (1) AN OBLIGATION IMPOSED ON A CONTROLLER OR A PROCESSOR 11 UNDER THIS SUBTITLE DOES NOT APPLY WHEN COMPLIANCE BY THE CONTROLLER 12 OR PROCESSOR WITH THE SUBTITLE WOULD VIOLATE AN EVIDENTIARY PRIVILEGE 13 UNDER STATE LAW.

14 (2) NOTHING IN THIS SUBTITLE MAY BE CONSTRUED TO PREVENT A
 15 CONTROLLER OR PROCESSOR FROM PROVIDING PERSONAL DATA CONCERNING A
 16 CONSUMER TO A PERSON COVERED BY AN EVIDENTIARY PRIVILEGE UNDER STATE
 17 LAW AS PART OF A PRIVILEGED COMMUNICATION.

18(D)(1)A CONTROLLER OR PROCESSOR THAT DISCLOSES PERSONAL DATA19TO A PROCESSOR OR A THIRD-PARTY CONTROLLER IN COMPLIANCE WITH THIS20SUBTITLE IS NOT IN VIOLATION OF THIS SUBTITLE IF THE PROCESSOR OR21THIRD-PARTY CONTROLLER THAT RECEIVES THE PERSONAL DATA VIOLATES THIS22SUBTITLE AND:

23(1)ATTHETIMETHEDISCLOSINGCONTROLLEROR24PROCESSOR DISCLOSED THE PERSONAL DATA, THE DISCLOSING CONTROLLER OR25PROCESSOR DID NOT HAVE ACTUAL KNOWLEDGE THAT THE RECEIVING PROCESSOR26OR THIRD–PARTY CONTROLLER WOULD VIOLATE THIS SUBTITLE; AND

27(II)THE DISCLOSING CONTROLLER WAS, AND REMAINED, IN28COMPLIANCE WITH ITS OBLIGATIONS AS THE DISCLOSER OF THE PERSONAL DATA.

29 (2) A THIRD-PARTY CONTROLLER OR PROCESSOR THAT RECEIVES 30 PERSONAL DATA FROM A CONTROLLER OR PROCESSOR IN COMPLIANCE WITH THIS 31 SUBTITLE IS NOT IN VIOLATION OF THIS SUBTITLE FOR THE INDEPENDENT 32 MISCONDUCT OF THE CONTROLLER OR PROCESSOR FROM WHICH THE 33 THIRD-PARTY CONTROLLER OR PROCESSOR RECEIVED THE PERSONAL DATA.

34 (E) NOTHING IN THIS SUBTITLE MAY BE CONSTRUED TO:

36

1 (1) IMPOSE AN OBLIGATION ON A CONTROLLER OR A PROCESSOR 2 THAT ADVERSELY AFFECTS THE RIGHTS OR FREEDOMS OF ANY PERSON, INCLUDING 3 THE RIGHTS OF A PERSON TO FREEDOM OF SPEECH OR FREEDOM OF THE PRESS AS 4 GUARANTEED IN THE FIRST AMENDMENT TO THE U.S. CONSTITUTION; OR

5 (2) APPLY TO A PERSON'S PROCESSING OF PERSONAL DATA DURING 6 THE PERSON'S PERSONAL OR HOUSEHOLD ACTIVITIES.

(F) IF A CONTROLLER <u>OR PROCESSOR</u> PROCESSES PERSONAL DATA IN
ACCORDANCE WITH AN EXEMPTION UNDER THIS SECTION, THE CONTROLLER <u>OR</u>
<u>PROCESSOR</u> SHALL DEMONSTRATE THAT THE PROCESSING:

- 10
- (1) QUALIFIES FOR AN EXEMPTION; AND

11(2)COMPLIES WITH THE REQUIREMENTS OF SUBSECTION (G) OF THIS12SECTION.

13(G) PERSONAL DATA PROCESSED BY A CONTROLLER OR PROCESSOR IN14ACCORDANCE WITH THIS SECTION:

15(1) SHALL BE SUBJECT TO REASONABLE ADMINISTRATIVE,16TECHNICAL, AND PHYSICAL MEASURES TO:

17(I) PROTECT THE CONFIDENTIALITY, INTEGRITY, AND18ACCESSIBILITY OF THE PERSONAL DATA; AND

19(II) REDUCE REASONABLY FORESEEABLE RISKS OF HARM TO20CONSUMERS RELATING TO THE COLLECTION, USE, OR RETENTION OF PERSONAL21DATA; AND

22 (2) MAY BE PROCESSED TO THE EXTENT THAT THE PROCESSING IS:

23(I)REASONABLY NECESSARY AND PROPORTIONATE TO THE24PURPOSES LISTED IN THIS SECTION; AND

25 (II) ADEQUATE, RELEVANT, AND LIMITED TO WHAT IS 26 NECESSARY IN RELATION TO THE SPECIFIC PURPOSES LISTED IN THIS SECTION.

(H) A PERSON THAT PROCESSES PERSONAL DATA FOR A PURPOSE
 EXPRESSLY IDENTIFIED IN THIS SECTION MAY NOT BE CONSIDERED A CONTROLLER
 SOLELY BASED ON THE PROCESSING OF PERSONAL DATA.

30 **14–4613.**

1 (A) EXCEPT AS PROVIDED IN SUBSECTION (B) OF THIS SECTION, A 2 VIOLATION OF THIS SUBTITLE IS:

3 (1) AN UNFAIR, ABUSIVE, OR DECEPTIVE TRADE PRACTICE WITHIN 4 THE MEANING OF TITLE 13 OF THIS ARTICLE; AND

5 (2) SUBJECT TO THE ENFORCEMENT AND PENALTY PROVISIONS 6 CONTAINED IN TITLE 13 OF THIS ARTICLE, EXCEPT FOR § 13–408 OF THIS ARTICLE.

7 (B) THIS SECTION DOES NOT PREVENT A CONSUMER FROM PURSUING ANY 8 OTHER REMEDY PROVIDED BY LAW.

9 <u>14–4614.</u>

10 (A) THIS SECTION APPLIES TO AN ENFORCEMENT ACTION UNDER § 14–4613
 11 OF THIS SUBTITLE FOR AN ALLEGED VIOLATION THAT OCCURS ON OR BEFORE APRIL
 12 1, 2027.

13(B)BEFORE INITIATING ANY ACTION UNDER § 14–4613 OF THIS SUBTITLE,14THE DIVISION MAY ISSUE A NOTICE OF VIOLATION TO THE CONTROLLER OR15PROCESSOR IF THE DIVISION DETERMINES THAT A CURE IS POSSIBLE.

16(C)(1)IF THE DIVISION ISSUES A NOTICE OF VIOLATION UNDER17SUBSECTION (B) OF THIS SECTION, THE CONTROLLER OR PROCESSOR SHALL HAVE18AT LEAST 60 DAYS TO CURE THE VIOLATION AFTER RECEIPT OF THE NOTICE.

19(2)IF THE CONTROLLER OR PROCESSOR FAILS TO CURE THE20VIOLATION WITHIN THE TIME PERIOD SPECIFIED BY THE DIVISION, THE DIVISION21MAY BRING AN ENFORCEMENT ACTION UNDER § 14–4613 OF THIS SUBTITLE.

(D) IN DETERMINING WHETHER TO GRANT A CONTROLLER OR PROCESSOR
 AN OPPORTUNITY TO CURE AN ALLEGED VIOLATION, THE DIVISION MAY CONSIDER
 THE FOLLOWING FACTORS:

25 (1) <u>THE NUMBER OF VIOLATIONS;</u>

26 (2) <u>THE SIZE AND COMPLEXITY OF THE CONTROLLER OR PROCESSOR;</u>

27(3)THE NATURE AND EXTENT OF THE CONTROLLER'S OR28PROCESSOR'S PROCESSING ACTIVITIES;

29 (4) <u>THE LIKELIHOOD OF INJURY TO THE PUBLIC;</u>

2 <u>(6)</u> <u>Whether the alleged violation was likely caused by</u> 3 <u>Human or technical error; and</u>

THE SAFETY OF PERSONS OR PROPERTY;

4 <u>(7)</u> <u>The extent to which the controller or processor has</u> 5 <u>VIOLATED THIS SUBTITLE OR SIMILAR LAWS IN THE PAST.</u>

6 SECTION 2. AND BE IT FURTHER ENACTED, That § 14–4612 of the Commercial 7 Law Article, as enacted by Section 1 of this Act, shall be construed to apply only 8 prospectively and may not be applied or interpreted to have any effect on or application to 9 any personal data processing activities before April 1, 2025 <u>2026</u>.

10 SECTION 3. <u>AND BE IT FURTHER ENACTED</u>, That, if any provision of this Act or 11 <u>the application thereof to any person or circumstance is held invalid for any reason in a</u> 12 <u>court of competent jurisdiction</u>, the invalidity does not affect other provisions or any other 13 <u>application of this Act that can be given effect without the invalid provision or application</u>, 14 <u>and for this purpose the provisions of this Act are declared severable</u>.

15 <u>SECTION 4.</u> AND BE IT FURTHER ENACTED, That this Act shall take effect
 16 October 1, <u>2024</u> <u>2025</u>.

Approved:

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(5)

Governor.

Speaker of the House of Delegates.

President of the Senate.