

SENATE BILL 569

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6lr3135

By: Senator Ellis

Introduced and read first time: February 4, 2026

Assigned to: Finance

A BILL ENTITLED

1 AN ACT concerning

2 **Commercial Law – Online Data Privacy – Limits on Data Collection**

3 FOR the purpose of altering certain requirements for a controller relating to the collection
4 of personal data; and generally relating to the collection and processing of personal
5 data.

6 BY repealing and reenacting, without amendments,
7 Article – Commercial Law
8 Section 14–4701(a) and (k)
9 Annotated Code of Maryland
10 (2025 Replacement Volume)

11 BY repealing and reenacting, with amendments,
12 Article – Commercial Law
13 Section 14–4701(y) and 14–4707(a)
14 Annotated Code of Maryland
15 (2025 Replacement Volume)

16 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,
17 That the Laws of Maryland read as follows:

18 **Article – Commercial Law**

19 14–4701.

20 (a) In this subtitle the following words have the meanings indicated.

21 (k) “Controller” means a person that, alone or jointly with others, determines the
22 purpose and means of processing personal data.

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



(2) "Process" includes collecting, using, storing, disclosing, analyzing, [deleting,] or modifying personal data.

8 14-4707.

9 (a) A controller may not:

10 (1) Except where the collection or processing is strictly necessary to provide
11 or maintain a specific product or service requested by the consumer to whom the personal
12 data pertains, collect, process, or share sensitive data concerning a consumer;

13 (2) Sell sensitive data;

14 (3) Process personal data in violation of State or federal laws that prohibit
15 unlawful discrimination;

16 (4) Process the personal data of a consumer for the purposes of targeted
17 advertising if the controller knew or should have known that the consumer is under the age
18 of 18 years;

19 (5) Sell the personal data of a consumer if the controller knew or should
20 have known that the consumer is under the age of 18 years;

21 (6) Discriminate against a consumer for exercising a consumer right
22 contained in this subtitle, including denying goods or services, charging different prices or
23 rates for goods or services, or providing a different level of quality of goods or services to
24 the consumer;

30 (i) The controller's self–testing to prevent or mitigate unlawful
31 discrimination;

32 (ii) The controller's diversifying of an applicant, participant, or
33 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; [or]

10 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
11 October 1, 2026.