

SCOPE & APPLICABILITY

Extraterritorial
Applies when targeting products or services to Utah consumers.



Applies when business with revenue of \$25 million or more controls or process data on

- at least 100,000 UT residents; or
- at least 25,000 UT residents and derives 50%+ of gross revenue from sale of data

Applies to motor vehicle manufacturers that collect, transmit, or store personal data. Regular applicability thresholds don't apply.



Applies to for-profit companies.



Excludes data regulated by federal privacy laws such as HIPAA, GLBA, FCRA, and FERPA.

PERSONAL DATA



Identified



Identifiable



SENSITIVE DATA

Right to opt out of processing (unlike most states which require opt in and a DIPA)

Racial or Ethnic Origin



Religious Beliefs



Sexual Orientation



Geolocation Data



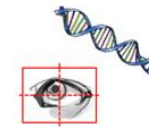
Mental or Physical Health History, Condition, or Diagnosis



Citizenship or Immigration Status



Genetic and Biometric Data



RESPONSIBILITIES FOR DATA PROCESSING

Notice



Data Minimization



Data Processing Agreements



Prohibition on Discrimination for Exercising Rights



Consent for Secondary Use



Data Security



Right to Opt Out

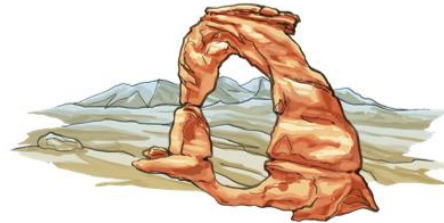
- targeted ads
- sale of data



UTAH



Consumer Privacy Act



INDIVIDUAL RIGHTS

Right to Know



Right to Access



Right to Correct



Right to Deletion



Right to Data Portability



ENFORCEMENT

Division of Consumer Protection investigates consumer complaints.



UT Attorney General enforces.



The Attorney General may recover actual damages to the consumer and an amount up to \$7.5K per violation.

No private right of action.



30-day cure period (permanent)

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Short



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