

SCOPE & APPLICABILITY

Extraterritorial

Applies when targeting products or services to FL consumers.



Applies to for-profit companies.



Excludes non-profits and higher ed.



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

Applies when:

- ▶ business collects and controls the purposes of processing personal data; and
- ▶ \$1 billion+ in global revenue; and
- ▶ one of the following:
 - at least 50% of gross revenue from sale of ads online
 - operates a hands-free speaker/voice virtual assistant service (excluding autos)
 - operates app store or digital platform with at least 250,000 different software apps

SPECIAL PROTECTIONS

Search Engine Disclosures

Disclose most significant factors in search result rankings including role of politics in the ranking.



Protection of Children Online

Prohibits practices posing substantial harm or privacy risk to children.



Government Content Moderation
Prohibits gov't from requesting content moderation.



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Privacy Training by Prof. Daniel J. Solove

PERSONAL DATA

Identified



Identifiable

SENSITIVE DATA

Processing of sensitive data requires prior consent.

Racial or Ethnic Origin



Mental or Physical Health Diagnosis

Religious Beliefs



Precise Geolocation



Genetic or Biometric Data



Sexual Orientation



Citizenship or Immigration Status



Data Collected From Child



RESPONSIBILITIES FOR DATA PROCESSING

Notice



Data Processing Agreements



Data Security



Prohibition on Discrimination for Exercising Rights



Data Minimization



Data Protection Impact Assessments (DPIA)



Respond to Consumer Requests
45 days to respond + 15-day extension



Florida Digital Bill of Rights



ENFORCEMENT

Enforced by the FL Attorney General.



No private right of action.



Max fine \$50,000 per violation.



45-day cure period



Fines trebled if involving a known child, failing to delete or correct consumer data after receiving authenticated request, or continuing to sell or share data after opt out.

INDIVIDUAL RIGHTS

Right to Know



Right to Access



Right to Delete



Right to Data Portability



Right to Correct



Right to Opt Out

- sale of data
- targeted ads
- sensitive data
- collection of data through voice or facial recognition features



**Privacy Awareness Training
for Global Organizations**



Impeccable Expertise

Our training is created by Professor Daniel Solove, one of the world's leading privacy and security experts.

Clear and Engaging

Masterful use of concrete examples, quiz questions, activities, games, and vignettes.



**The largest, broadest, and most specialized
library of privacy training courses and materials**

150+ courses

100+ cartoons

65+ whiteboards



Short



Engaging



Clear



Memorable

Visit Us:

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