

SCOPE & APPLICABILITY

Extraterritorial

Applies when targeting products or services to NE consumers.



Lacks thresholds for number of consumers and revenue but exempts small businesses (as determined by the federal Small Business Act).

Data Protection Impact Assessments (DPIA)

- risk of harm
- targeted ads
- profiling
- sensitive data
- sale of data

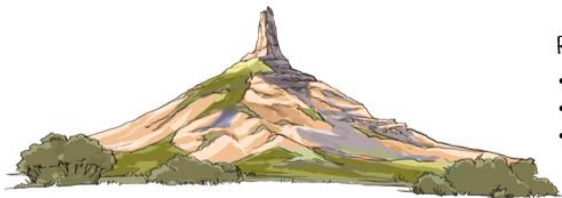


Prohibition on Discrimination for Exercising Rights



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

?



Applies to for-profit companies.

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

Excludes non-profits and higher ed.



Identified
Identifiable



Excludes publicly-available data.

PERSONAL DATA

SENSITIVE DATA

Requires opt in + DPIA to process sensitive data.

Racial or Ethnic Origin



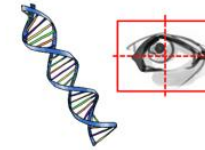
Mental or Physical Health Diagnosis



Religious Beliefs



Genetic or Biometric Data



Sexual Orientation



Citizenship or Immigration Status



Data Collected From Child



Precise Geolocation



RESPONSIBILITIES FOR DATA PROCESSING

Notice



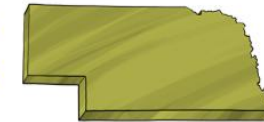
Data Processing Agreements



Data Security



NEBRASKA Data Privacy Act



INDIVIDUAL RIGHTS

Right to Know



Right to Access



Right to Delete



Right to Correction



Right to Data Portability



Right to Opt Out

- sale of data
- targeted ads
- profiling



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ENFORCEMENT

Enforced by the NE Attorney General.



No private right of action.



Max fine \$7,500 per violation



30-day cure period (permanent)



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